

About Rad Morocco

Morocco is not just a destination — it is a layered, living culture that deserves to be experienced with depth and understanding.

Rad Morocco was founded by Radouane El Aouan, a Certified National Tour Guide since 2007, with over 18 years of professional experience in Morocco's tourism industry.

Throughout his career, Rad has worked extensively with American and British travelers, international tour operators, and travel professionals seeking authentic, well-structured experiences across the country. His expertise goes beyond guiding — it includes itinerary design, logistical planning, supplier coordination, and deep on-the-ground knowledge of Morocco's diverse regions.

What distinguishes Rad is not only experience, but perspective.

Having worked closely with international markets for nearly two decades, he understands the expectations, travel styles, and standards required to create seamless and meaningful journeys. From the Atlas Mountains to the Sahara, from imperial cities to coastal retreats, every route is designed with precision, realism, and cultural depth.

Rad Morocco was created to offer more than tours — it offers insight, structure, and expert guidance.

Whether through private travel consulting, itinerary design, or curated travel experiences, the goal remains the same: to help travelers experience Morocco properly — with clarity, balance, and authenticity.

Popular Tours

Popular Journeys Across Morocco

Morocco offers extraordinary diversity — from the vibrant souks of Marrakech to the golden dunes of the Sahara, from the blue streets of Chefchaouen to the dramatic landscapes of the Atlas Mountains.

Our most requested journeys are carefully designed to balance culture, scenery, comfort, and authenticity. Each itinerary reflects years of field experience and deep local knowledge, ensuring realistic pacing, meaningful encounters, and seamless travel flow.

Explore some of our most popular routes below and discover the Morocco that inspires you most.

www.radmorocco.com

Local city Tours

Casablanca

- **Hidden gems of Casablanca**

Casablanca is a city of contrasts, where modernity meets tradition at every turn. As a certified national academic tour guide with over 18 years of experience, I've dedicated my career to uncovering the stories that bring this vibrant city to life. My passion for history, culture, and connecting with travelers like you is at the heart of every tour I lead. This half-day experience begins at the iconic Hassan II Mosque, an architectural masterpiece set against the Atlantic Ocean. We'll step inside to admire its intricate Islamic artistry and towering minaret, the tallest in Africa. From there, we'll journey through the city's French Art Deco district, where European elegance meets Moroccan heritage in a stunning display of design. We'll continue to United Nations Square and Mohammed V Square, two lively hubs that reveal Casablanca's colonial past and dynamic present. Finally, we'll explore the charming Habous Quarter, a fusion of traditional Moroccan souks and historic landmarks.

- **Food tasting tour of Casablanca**

Embark on a delicious adventure through Casablanca's vibrant streets and go beyond tourist spots to experience real cultural life, where flavors, aromas, and traditions come together to tell the story of Moroccan cuisine. This guided food tasting tour takes you beyond the typical tourist spots, introducing you to authentic local eateries, street food vendors, and hidden cultural gems.

- **Jewish heritage tour**

Step into the rich Jewish history of Casablanca on this immersive tour that explores the city's synagogues, Jewish quarter (Mellah), cultural sites, and kosher cuisine. Discover how Casablanca became a hub for Morocco's Jewish community and visit some of its most historically significant landmarks. Led by a knowledgeable local guide, you'll visit the Museum of Moroccan Judaism, the Beth-El and Etchedgui Synagogues, and the Jewish Cemetery, offering insights into the community's resilience, contributions, and traditions. Stroll through the historic Mellah and learn about the Jewish influence on Moroccan culture.

- **Explore rabat - Day trip**

Discover Rabat, Morocco's refined and historic capital, where tradition and modernity exist in perfect balance. This carefully curated day experience takes you through the city's most iconic landmarks — from the Hassan Tower and the Mausoleum of Mohammed V to the charming Kasbah of the Udayas overlooking the Atlantic.

Rabat offers a quieter, more sophisticated atmosphere than other imperial cities, blending royal heritage, coastal beauty, and authentic local life into a seamless cultural experience.

- **Explore Marrakech -Day trip**

Day Trip from Casablanca to Marrakech

Experience the energy and cultural richness of Marrakech on a full-day journey from Casablanca. Known as the “Red City,” Marrakech is a vibrant blend of history, architecture, color, and atmosphere.

During this carefully planned excursion, discover iconic landmarks such as the Koutoubia Mosque, Bahia Palace, and the lively Jemaa el-Fnaa square. Stroll through the historic medina, explore traditional souks, and immerse yourself in the city's unique rhythm — where centuries of heritage meet everyday Moroccan life.

This day trip offers a dynamic introduction to one of Morocco's most captivating destinations, all within a seamless and well-structured itinerary.

- **Day Trip to Tangier via Fast Train**

Hop on a high-speed train and explore Tangier, Morocco's historic gateway to Europe. Wander the medina, enjoy the scenic waterfront, and soak up the city's unique blend of culture, history, and Mediterranean charm

Private Travel Consulting

Design Your Journey with a Local Expert

Plan your Morocco experience with the guidance of a certified national tour guide with over 18 years of professional expertise.

This private consulting service is designed for discerning travelers who want a perfectly structured itinerary — without booking a tour.

What You Receive

Private 30-minute strategy session

Tailored route and pacing recommendations

Curated riad and hotel suggestions

Insider cultural and logistical insights

A clear, realistic travel plan built around your style

You may also request a bespoke written itinerary, crafted day-by-day to reflect your personal travel vision.

A Refined Approach to Planning

Morocco is complex, layered, and deeply cultural. Thoughtful planning makes the difference between a good trip and an exceptional one.

This is a consulting service only. No reservations or operational services are included.

Request Your Private Consultation

Share your travel dates and vision, and we will design your journey with precision and local expertise.

[\[Request Your Private Session\]](#)

Registration