



WILLIAM POWELL

The Ultimate **Sporting Agency**

MOROCCAN PARTRIDGE SHOOTING

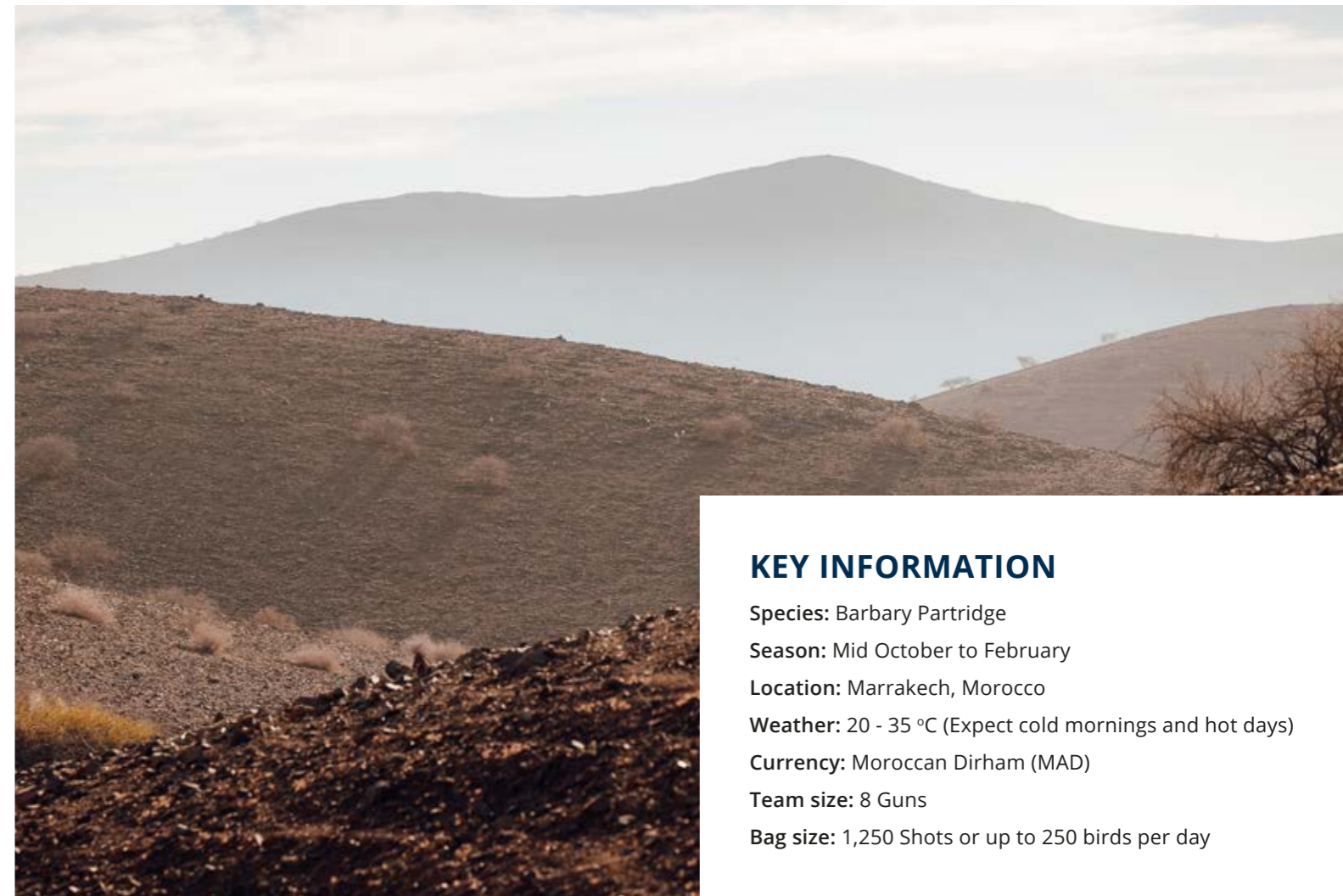
EL KOUDIA - MARRAKECH, MOROCCO
2025/2026 SEASON





EL KOUDIA MARRAKECH, MOROCCO

William Powell Sporting is proud to exclusively represent the premier driven partridge shoot in Morocco, El Koudia. Offering an authentic and challenging shooting experience, El Koudia is a hidden gem, only recently opened to outside groups. The shoot is complemented by its proximity to the vibrant city of Marrakech, making it an ideal destination for both Guns and non-shooting guests who wish to explore the rich culture that Marrakech offers in abundance.



KEY INFORMATION

- Species: Barbary Partridge
- Season: Mid October to February
- Location: Marrakech, Morocco
- Weather: 20 - 35 °C (Expect cold mornings and hot days)
- Currency: Moroccan Dirham (MAD)
- Team size: 8 Guns
- Bag size: 1,250 Shots or up to 250 birds per day



THE SHOOTING

Shooting on the estate is available from mid October to late February. Guests usually enjoy two consecutive days of shooting. Due to the demanding nature of certain high drives, each is based on 1,250 shots or up to 250 Barbary Partridges.

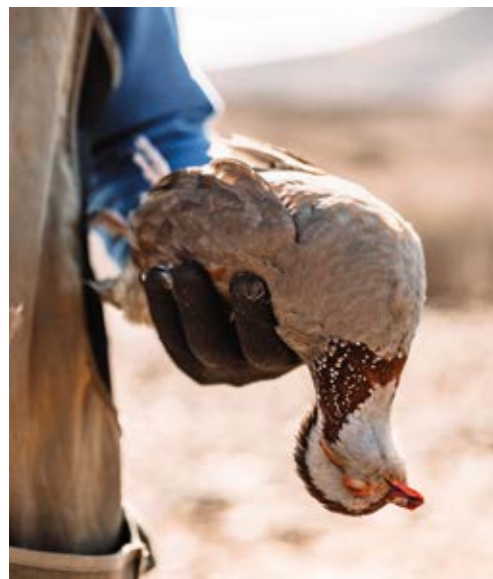
The Barbary Partridge, a gamebird belonging to the pheasant family, is indigenous to North Africa. While it is slightly larger than the French or English Partridge, this does not affect its flight performance. Quite the opposite, the combination of their strength and the steep terrain presents a challenge even for the most experienced Guns.

Each shoot day begins with guests being collected from their chosen accommodation and transported a short distance to the Shoot Lodge, which is perched atop the hills and offers breathtaking views of the surrounding landscape. Here guests will meet the British Gamekeeper and his team, which will include the loaders.

After a comprehensive briefing, guests will board the 4x4 vehicles and set off for a morning of shooting, which typically includes three drives, with refreshments provided between each.

Lunch is traditionally served in the middle of the day back at the beautiful Shoot Lodge, after which one or two additional drives are completed. The day concludes with the team returning to the lodge for the ceremonial presentation of the bag and a few drinks, a cherished part of the day.

For teams wishing to extend their stay in Morocco, additional sporting activities can be arranged, including shooting quail over pointers or driven boar. Shooting in Morocco is a truly exceptional and captivating experience, allowing teams to immerse themselves in the rich culture of North Africa.



"That was the most impressive display of partridges I have ever seen!"

See El Koudia in action!
Scan the QR code
to watch the film.





LOCATION

Nestled in the Jbilet hills just north of Marrakech, El Koudia is located just 35 minutes from the vibrant city. This unique setting provides an idyllic escape, combining the thrill of shooting with the rich cultural experiences that Marrakech offers.

The El Koudia Estate encompasses c.12,000 acres of diverse landscapes, including deep valleys and rocky hillsides, creating the perfect habitat for the Barbary Partridges. The estate's proximity to Marrakech means guests can easily explore the city's famous souks, traditional markets and exquisite architecture. All while enjoying the serenity of the surrounding countryside.

Non shooting guests can immerse themselves in the enchanting culture, sampling local cuisine whilst experiencing the warm hospitality of its people. Whether you choose to relax by a swimming pool or venture into the bustling streets of Marrakech, there is something for everyone. El Koudia provides an exceptional shooting experience combined with the allure of one of North Africa's most captivating cities.



TRAVEL AND LOGISTICS

Marrakech benefits from regular flights which can be very economical. Due to the importance of the tourism industry in Morocco and more specifically Marrakech, it is usually very travel friendly.

If you require any assistance with airport transfers or similar when in Marrakech, we would be pleased to assist you.



WILLIAM POWELL SPORTING AVIATION

We are pleased to offer a fully comprehensive service for your overseas sporting trip, including seamless travel arrangements to ensure you arrive in the utmost comfort and style.

Through William Powell Sporting Aviation, we have access to a diverse fleet of private aircraft, enabling us to offer highly flexible and time efficient travel solutions. Whether you are travelling as a small team or a larger party, we can provide aircraft options tailored to your specific requirements.

Should you wish to receive a no-obligation quote or explore the various aircraft options available to you, we would be delighted to assist.

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The Ultimate **Sporting Agency**

To explore your travel options, visit williampowellsporting-aviation.co.uk or contact oliver@williampowellsporting.co.uk for a personalised quote or to discuss any questions.





PRICING STRUCTURE (INC TAXES)

* Exchange rate November 2024

TWO DAYS SHOOTING 2,500 SHOTS - UP TO 500 BIRDS

TEAM COST: €35,500 (APPROX. £29,800)

COST PER GUN: €4,437.50 (APPROX. £3,700)

THIS INCLUDES:

1. All Shooting and required shoot day staff
2. All shoot day hospitality for eight Guns to include lunch
3. Up to 8 hire guns per shoot day
4. Up to 1,250 cartridges per shoot day
5. Up to eight Shooting licences
6. Shoot day transfers for eight Guns
7. William Powell Sporting Agency booking assistance
8. A dedicated host for your shoot days
9. Moroccan taxes

THIS EXCLUDES:

1. Accommodation (Please see the following options)
2. Flights and airport transfers
3. Additional cartridges in excess of 1,250 per shoot day (€17 per box of 25)
4. Non Shooting guests (€120 per guest per day)
5. Gratuities, in the region of £75 per person, per day for the keeper and 300 Dirham (£25) per person, per day for the loader
6. Partridge in excess of 250 per day (€58 per Bird inc Taxes)

TYPICAL TWO DAY ITINERARY

DAY ONE

Arrive at Marrakech Airport

Transfer to chosen accommodation

DAY TWO & THREE

08:30 WPS Host will meet the team at the chosen accommodation and transfer to El Koudia

09:00 Meet the Head Keeper, Estate team and loaders

10:00 Three morning drives with refreshments in the field

13:30 Lunch at the Shoot Lodge

14:30 Afternoon shooting

16:00 Return to the Shoot Lodge, bag presentation and drinks

17:30 Guests transferred back to their accommodation

DAY FOUR

Guests enjoy their own arrangements or depart Marrakech airport



EXCLUSIVE ACCOMMODATION OPTIONS

AZAREN

Through our collaboration with El Koudia, we are pleased to offer exclusive accommodation at the luxurious Azaren Estate. This enchanting retreat is located just 30 kilometres south of Marrakech, providing breathtaking views of the Atlas Mountains. The Azaren Estate can comfortably host up to 22 guests in its main house and garden villas, ensuring ample space and privacy for all.

Guests can enjoy an array of amenities, including a heated pool, tennis court, spa, fitness centre, and yoga studio - making it a versatile location for relaxation and leisure. The Estate serves as an ideal base for teams shooting at El Koudia, which is a 1 hour and 25 minute drive away. Additionally, it is conveniently located 40 minutes from the vibrant streets of Marrakech and 40 minutes from the stunning Atlas Mountains.

HIGHLIGHTS:

- Exclusive use
- Accommodates up to 22 guests
- Eight function rooms
- Heated swimming pool, tennis courts, spa, fitness centre and yoga studio
- Stunning views of the Atlas Mountains
- 1 hour 25 minutes to El Koudia

APPROXIMATE COSTS:

Three nights: €12,750 inc Taxes
Four nights: €17,000 inc Taxes



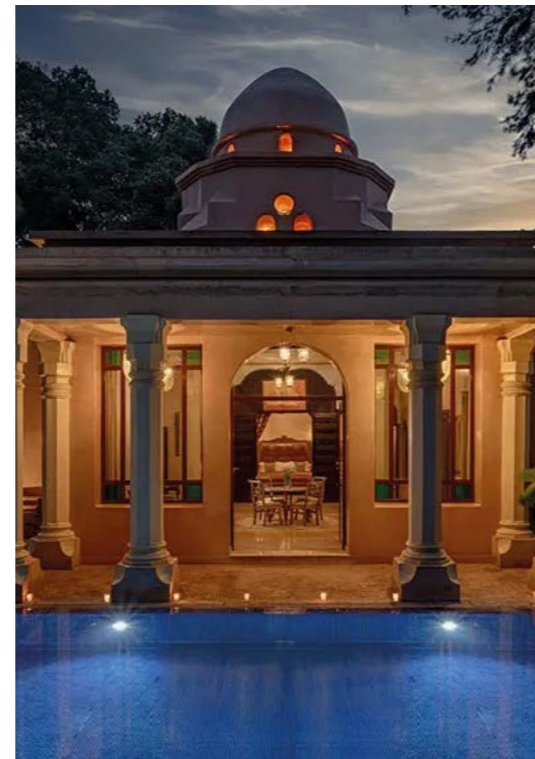
To find out more about the Azaren Estate, please scan the QR code to access the website.

MARRAKECH

Exclusive use options are also available in Marrakech. If you would prefer to be based in the city with the advantage of exclusivity in your own Rihad, please get in touch.

MARRAKECH HOTEL RECOMMENDATIONS

For those looking to immerse themselves in the vibrant atmosphere of Marrakech, there is a diverse range of accommodation available within the city. El Koudia is conveniently situated just a 35 minute drive from the heart of Marrakech, providing easy access to both the shoot and the city's many attractions. We have found the following options to be the most popular with our teams.



AMANJENA

A serene oasis on the outskirts of Marrakech with exquisite Moroccan-style pavilions and stunning pool areas.

- Private villa options available
- World-class wellness centre and dining
- Ideal for relaxation and seclusion

EL FENN

El Fenn is a captivating boutique hotel located in the heart of the medina, celebrated for its artistic ambiance and unique design.

- This stunning hotel only offers 41 rooms, all individually styled, featuring a mix of vibrant Moroccan decor and luxurious touches
- Boasts three heated pools, a rooftop terrace with stunning views, and a full-service spa
- Perfect for those desiring an authentic Moroccan experience with a chic and artistic flair

ES SAADI

The Es Saadi Marrakech Resort is a luxurious destination set within eight hectares of beautiful gardens, offering a blend of comfort and elegance.

- Situated just a short walk from the bustling medina
- Features include an Oriental spa, swimming pools, and multiple gourmet restaurants
- Ideal for relaxation and seclusion

LA MAMOUNIA

A historic and iconic hotel known for its breathtaking gardens and refined style.

- Michelin starred dining options
- Spa with traditional Moroccan treatments
- Located near the medina, offering easy access to Marrakech's famous souks

ROYAL MANSOUR

This opulent palace hotel offers unparalleled luxury, with private riads, exquisite gardens, and a world-class spa.

- Located in the heart of Marrakech
- Fine dining restaurants and beautiful architecture
- Perfect for those looking for ultimate comfort

NB: If you are looking to secure accommodation at any of the above hotels, please let us know, as we can often secure more favourable rates.



RESTAURANT RECOMMENDATIONS

Marrakech is known for its vibrant culinary scene, with restaurants offering both traditional Moroccan and international options.

LE JARDIN

A hidden gem in the medina, offering a mix of Moroccan and international dishes in a lush garden setting.

+212 524 37 82 95

ES SAADI MARRAKECH RESORT

This resort features several dining venues, including gourmet restaurants that serve both Moroccan and international dishes. The luxurious atmosphere and extensive menu make it a great choice for a fine dining experience.

+212 524 33 74 00

NOMAD

Located in the vibrant medina, Nomad is known for its modern Moroccan cuisine and stunning views over Place des Epices from its rooftop terrace. The menu features a mix of traditional dishes with a contemporary twist, including delicious salads and homemade ice creams. It's a popular spot, so reservations are recommended.

+212 524 38 16 09

DAR YACOUT

This iconic restaurant is situated within a beautifully decorated riad and is famous for its fixed price multi-course Moroccan feasts. The enchanting decor and live music create a magical atmosphere, making it an unforgettable dining experience.

+212 524 38 29 29

EL FENN

An artistic boutique hotel that boasts a vibrant restaurant with a unique Moroccan inspired menu. El Fenn is known for its eclectic decor, peaceful courtyards, and rooftop terrace, providing a charming setting for a memorable meal.

+212 524 44 1220

LA MAMOUNIA

Renowned for its luxurious ambiance, La Mamounia offers a range of dining options, including traditional Moroccan and international cuisines. Guests can enjoy Michelin starred dining in a stunning setting, complete with beautiful gardens.

+212 524 38 86 00

COMPTOIR DARNA

A trendy spot offering a mix of Moroccan and international cuisine with nightly entertainment, including belly dancing.

+212 524 43 77 02

TERRASSE DES EPICES

A fantastic dinner venue that combines a vibrant atmosphere with breathtaking views of the Medina. Nestled in the heart of the bustling souks, its rooftop terrace offers a serene escape, perfect for enjoying the city's famous sunsets. The menu features a delightful fusion of Moroccan and international cuisine, crafted with fresh, locally sourced ingredients. With its chic decor, friendly service, and live music performances, Terrasse des Épices provides a memorable dining experience for visitors seeking a blend of tradition and modern sophistication.

+212 524 37 59 04





ACTIVITIES FOR NON-SHOOTING GUESTS

For those in your party who are not shooting, Marrakech offers a plethora of cultural and relaxing activities:

EXPLORE THE SOUKS

Spend time wandering through the bustling markets, filled with vibrant textiles, spices, and artisan goods. A guided tour can enhance the experience with deeper insights into Moroccan culture.

DAY TRIP TO THE ATLAS MOUNTAINS

Experience the rugged beauty of the Atlas Mountains with a guided trek or 4x4 tour, complete with visits to local Berber villages.

SPA DAY AT LA MAMOUNIA OR ROYAL MANSOUR

Indulge in traditional Moroccan hammams, massages, and beauty treatments at some of the world's most luxurious hotel spas.

HISTORICAL TOURS

Visit iconic landmarks such as the **Bahia Palace**, **Jemaa el-Fnaa square**, and the **Koutoubia Mosque** for a taste of Marrakech's rich history and architecture.

HOT AIR BALLOON FLIGHTS

A truly magical experience, allowing you to see the stunning landscapes of Morocco from a unique perspective. As you drift peacefully above the city and surrounding areas, you'll witness breathtaking views of the Atlas Mountains, vast deserts, and traditional Berber villages. The serene early morning flights often coincide with the sunrise, creating a spectacular visual display as the golden light illuminates the landscape. It's a perfect adventure for those seeking tranquillity, adventure, and unforgettable memories in one of Morocco's most captivating settings.





PACKING RECOMMENDATIONS

For shooting guests we would recommend the following:

- Light, breathable clothing for warm weather but with a puffa jacket for mornings and evenings
- Sturdy footwear for shooting in rocky terrain
- Ear and eye protection are compulsory during drives
- We would suggest arriving with local currency in cash, as cash is still very much used

CONTACT

For further information or to move forward with the booking of a possible trip, please don't hesitate to contact Ollie or Will.

Email info@williampowellssporting.co.uk

Call 01295 661033

williampowellssporting.co.uk



LUNAR ESCAPE

Likened by some to shooting on the moon, Morocco's El Koudia is full of adventure, unique experiences and an abundance of terrain that you simply won't find elsewhere

Author & Photographer **MATT KIDD**



While you were likely nursing a hangover from welcoming in the New Year, I was unusually well rested on the morning of 1 January and on my way to Gatwick Airport. Heading for Marrakech – the fourth largest city in Morocco famed for its vibrant and bustling culture, souks (markets) and architecture – within three and a half hours from sitting on the plane, I'd be swapping jeans and boots for shorts and sliders and sipping a sweet Moroccan tea over a good novel on my hotel terrace.

I have visited Morocco more than any country outside of the UK and I absolutely love it. It's quite the romantic, laid-back place with unmatched scenery. The traditional cuisine of tagines, baghrir pancakes and brochettes (spiced kebabs) is outstanding, and I have found the people are generally hospitable. The weather is normally glorious year-round – perfect for a winter hit of vitamin D. Plus, I have concluded after some research that while the wine is great and in abundance, there isn't a better beer to be had anywhere in the world than a cold bottle of Casablanca; which may seem odd for some given the general abstinence of alcohol by the country's 99% Muslim population.

But my visit wasn't for bargain hunting in the maze-like medina, exploring palaces and gardens, nor hiking into the mountains to discover more of the history. Instead, it was to join a great team of Guns at William Powell Sporting's latest addition to their exclusive portfolio of shoots, El Koudia. The very shoot that is establishing itself as the premiere destination for driven shooting in Morocco, with guests travelling from all over the world to see what it is about.

And so, at 8am the following morning, I was collected from my hotel in middle Gueliz (new town) by my private driver, Mounir, and taken north to the shoot for the first of two back-to-back days. Despite it being rush hour, the journey to the shooting lodge in the brand-new Land Cruiser only took 35 minutes, making it far enough out of the city to feel remote and be out of earshot of beeping traffic, while being close enough to be refreshingly convenient. Too often on overseas shooting trips does it feel like you're spending the majority of important pool time sat in a car – which is certainly not my bag.

Upon arrival at the lodge, instead of bacon rolls or a full English, we were served with warm, freshly made pastries

and Moroccan tea and were given time to enjoy soaking up the most incredible 360-degree views whilst waiting for the briefing. Keeping Moroccan time, too, said briefing to arrival on pegs was suitably relaxed.

By 10am, guns were unslipped and the line awaited the first of the partridge under a hazy blue sky. Mornings in the mountains are quite cool, at around single figures, compared to the afternoon heat which can average 26°C even in winter. Rarely does one see a cloudy sky and rain is infrequent; in a bad month, Marrakech might see as much as 31mm of rainfall. And it looks like rock and shingle, and bar the thorns, the odd olive, and some hand-planted wheat in some areas, seemingly very little grows. Naturally, one would assume that such hot, dry, barren conditions are inhospitable for game and even songbirds, but that isn't the case. Barbary partridge are native to North Africa, and this is their natural habitat.

"I LOVE THE SENSE OF ADVENTURE: SHOOTING SOMEWHERE THAT IS TOTALLY UNIQUE"

"The drives are run much like that of a grouse moor, with the beaters taking in a vast expanse of land," explains William Powell Sporting agent Ollie Severn, as the first of the partridge power over the line. "There are no large cover crops, just completely natural topography which also dictates where drives are positioned."

Indeed, on the first two drives it was very similar to grouse or wild greys, in that the Barbary partridge flushed in waves of large coveys, supplemented by smaller coveys, single birds and pairs. The natural ridgeline that the Guns and their loaders were concealed in also meant that they needed to be alert and move quickly with little time to see them out in front. "I actually think Barbary fly much stronger than redlegs," admits Ollie. "They are bigger in size, yet smaller than a pheasant, and seem more powerful and energetic. Our teams are always amazed by them."

The third drive was totally different. Here the Guns were pegged mostly on the flat between two rocky mountains with views of desert-like peaks stretching all the way to Marrakech and the foot of the Atlas mountains far in the distance. While the birds unquestioningly took on the ridges at considerable height, it was this other worldly setting that blew me away here and on the other drives. "One gun recently described shooting here like being on the Moon," laughs Ollie. I think he was right.

Moroccan Elevenses is something to write home about too. Set up in the 'field', like a perfect summer picnic, we were served chilled rosé, beautiful olives, nuts, cheeses, pickled onions, chillis and more. Not forgetting plenty of water and a refreshing Coke, chilled sloe gin or bottle of Casablanca.

There was one more equally spectacular drive before lunch beckoned. Hand-built in a traditional Moroccan style, the lodge is equipped with important western facilities, such as a large commercial-style kitchen with pantries, nice loos and so on. Inside and sat around a huge table it was lovely and cool and was the perfect setting to enjoy the lemon, olive and chicken terrine (phenomenal) with lentils, avocado, fresh tomatoes, rice and salad, finished with a freshly made tart. With mesmerising views from the table that could never get old, fewer places could make for such a wonderful lunch and chance to tell stories with friends.

A return drive with considerable volume and neck-straining terrain followed, before close of play. "The number of shoot days here is also kept relatively modest, so that exclusive feel and one that isn't commercial can be maintained. What also surprises most people and is a considerable USP is that the partridge here are managed in a traditional English fashion,"

Oliver explains. "Reared stock is released in late summer/early autumn and allowed time to naturalise before the season starts in mid-October. The French-English keeper has also been highly influential in promoting best practices for predator control, supplementary feeding, anti-poaching and other methods. The results have enabled El Koudia to boast of a wild population of Barbary partridge which is growing significantly.

"Very important to this success is of course the availability of water," adds Ollie. "Since acquiring the 12,000-hectare estate in 2019, the team has done much in terms of adding a network of water pipes from a well covering the entire estate. Not only does this provide an obvious drink, but one can see insects, shrubs, flowers and an incredibly dense population of sparrows and other song birds. It also helps prevent the birds from wandering too far, where they would be subjected to wild dogs, poaching, etc."

It was back to Marrakech in time to watch a superb sunset cast long shadows of mosques and high-rise buildings and see the bustling city come to life. After hours of entertainment to be had in the form of traditional Gnawa performances, bars and eateries, it was time for some rest before the second day. ➡



"EL KOUDIA IS NOW ABLE TO BOAST A WILD POPULATION OF BARBARY PARTRIDGE WHICH IS GROWING SIGNIFICANTLY"

The second day was run in exactly the same format as the previous, though on completely different drives. Variation is something that they have at El Koudia; one drive could be a very typical partridge format and the next extreme partridge – like the first and last drive on the second day. These were almost identical in terms of topography to Quarry at Pennal and Wier at Upperwood, just if you scraped away all the greenery.

"What I love about this place," says Ollie, "is the overall sense of adventure, shooting somewhere that is totally unique and varied, with peculiar habitats and terrain. It is also authentic to Morocco, with the hollering beaters that can be heard from afar, fun loaders, how they do hospitality and that typically fantastic weather. It is also really good value for money. It is competitive with partridge shoots in the UK, but the price includes gun and cartridge hire, shooting licences and more. Days conclude with around 250 birds or 1,200 shots, expecting a ratio of 5:1."

With such close proximity to the city and under an hour to the airport, there are few places that can cater so well for non-shooting partners like this one. Whether you want to shoot a single day or two, have a few days riding a camel or just enjoying a romantic city, it is a proper winter holiday destination with outstanding shooting to be had too.





*"That was the most impressive display
of partridges I have ever seen!"*

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US ONLINE

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