



Car rental Agadir — beaches & airport AGA

Agadir is a relaxed Atlantic base with roads toward Taghazout and Taroudant. Coches Marruecos: a favourite for Spanish and European visitors by car.



Photo: JopkeB / Wikimedia Commons (CC BY-SA 4.0)

Long beaches and modern hotels make Agadir family-friendly. A rental car unlocks surfing villages north and traditional markets inland. Outside the resort strip, Agadir is also a genuine working fishing port, and the drive south toward Tiznit or inland toward the Immouzzar des Ida Outanane waterfalls makes a good change of pace from the beach.

This guide is prepared for visitors of Coches Marruecos (cochesmarruecos.com).

City guide

- Beach promenade
- Taghazout & Tamraght
- Paradise Valley
- Agadir Oufella kasbah ruins & viewpoint
- Taroudant walls

Al Massira Airport (AGA) pickup is free. Summer sun is strong — plan water and AC. The coast road can be busy on weekends when locals from Marrakech and inland towns come down for the beach — plan extra time on Friday and Saturday afternoons. Book via Coches Marruecos to lock your preferred car.

Highlights



Agadir Beach

A long, gently sloping stretch of sand along Agadir's bay, rebuilt as a modern resort front after the 1960 earthquake. It is one of the most reliably sunny beaches in Morocco and popular for swimming, surfing lessons and beachfront dining.

The seafront boulevard behind the beach has plenty of parking and is an easy, flat walk — a good first stop after picking up your car.



Agadir Marina

A modern marina at the southern end of the bay, with cafés, restaurants and boats lined up along the water — a good place for an evening stroll once the beach empties out. It sits close to the base of Agadir Oufella, the old kasbah ruins on the hill above the city.

Combine a marina evening with a short drive up to the kasbah viewpoint beforehand for a wide view over the whole bay while there is still daylight.

Where to eat

La Cote

French & Moroccan specialties, elegant dining rooms

Pure Passion

Marina views, modern decor

Riads & places to stay

Riad Villa Blanche

Near the beach — pool, spa, hammam, fitness centre

Riad les Chtis d'Agadir

City-centre riad near Mohamed V Mosque and the old synagogue

Good to know

A little history

Much of historic Agadir was destroyed by a major earthquake in 1960; the city was almost entirely rebuilt afterward with modern planning, and is today known as a resort city rather than for ancient architecture.

Local customs

- Dress modestly, especially at religious sites and in more traditional neighbourhoods.
- Ask before photographing people directly, especially women.
- Haggling is expected in souks and markets; fixed-price shops and restaurants are not negotiable.
- A tip of around 10% is customary at restaurants; small tips for guides and porters are appreciated.
- Friday is the main day of prayer — some businesses close or reduce hours around midday.
- During Ramadan, avoid eating, drinking or smoking in public during daylight hours out of respect.
- Alcohol is available at licensed hotels, bars and some restaurants, but not sold everywhere — public intoxication is frowned upon.
- Driving is on the right; seatbelts are mandatory, and traffic already in a roundabout generally has priority.



Emergency information

- **Police: 19** (from any phone)
- **Gendarmerie Royale (rural areas / highways): 177**
- **Fire & ambulance (Protection Civile): 15**
- **Highway emergency (Autoroutes du Maroc): 5050**

For anything involving the rental car itself — breakdown, accident, or any question at all — call or WhatsApp us directly first; we're reachable and can usually help faster than a general hotline. Keep your embassy or consulate's contact details with you separately; Moroccan emergency operators may not speak English.

- **Hopital Hassan II Agadir** — Public hospital · +212 528 84 14 77
- **Clinique Tilila** — Private clinic · +212 528 23 02 02

Embassy & consulate phone numbers for Rabat are on the next page. Need a hospital, clinic, translator or other useful address? See our full, growing directory (<https://cochesmarruecos.com/en/guide/>).

Embassies & consulates in Rabat

Phone numbers only, most missions are based in Rabat. Numbers can change — if unreachable, ask your hotel or local police for help.

Algeria	+212 537 76 46 46	Equatorial Guinea	+212 537 76 94 54	Nigeria	+212 537 67 18 57
Angola	+212 537 65 92 39	Ethiopia	+212 537 65 99 38	Oman	+212 537 67 37 88
Argentina	+212 537 75 51 20	Finland	+212 537 65 87 75	Pakistan	+212 537 63 11 92
Australia	+212 537 63 33 33	France	+212 537 68 97 00	Panama	+212 673 14 42 37
Austria	+212 537 76 16 98	Gabon	+212 537 67 41 48	Paraguay	+212 537 63 23 50
Azerbaijan	+212 537 75 13 25	Gambia	+212 537 63 80 45	Peru	+212 537 72 32 36
Bahrain	+212 537 63 35 00	Germany	+212 537 63 54 00	Poland	+212 537 77 17 91
Bangladesh	+212 537 76 67 13	Ghana	+212 537 75 76 20	Portugal	+212 537 75 64 46
Belgium	+212 537 26 80 60	Greece	+212 537 63 89 64	Qatar	+212 537 54 45 44
Benin	+212 537 75 41 58	Guatemala	+212 537 63 99 47	Republic of the Congo	+212 537 65 99 66
Brazil	+212 537 57 27 30	Guinea	+212 537 67 41 48	Romania	+212 537 72 46 94
Brunei	+212 537 65 31 43	Guinea-Bissau	+212 537 57 21 44	Russia	+212 537 75 35 90
Bulgaria	+212 537 76 54 77	Hungary	+212 770 484 699	Saudi Arabia	+212 537 63 30 00
Burkina Faso	+212 537 67 55 12	India	+212 537 63 58 00	South Africa	+212 537 68 91 59
Burundi	+212 537 75 71 55	Indonesia	+212 537 75 78 60	South Korea	+212 537 75 17 67
Cameroon	+212 537 75 41 94	Iraq	+212 537 75 44 66	Spain	+212 537 63 39 00
Canada	+212 537 54 49 49	Israel	+212 537 71 94 00	Sudan	+212 537 75 28 63
Central African Republic	+212 537 63 16 54	Italy	+212 537 21 97 30	Sweden	+212 537 63 32 10
Chad	+212 537 63 21 02	Japan	+212 537 63 17 82	Switzerland	+212 537 26 80 30
Chile	+212 537 63 60 65	Jordan	+212 537 75 11 25	Thailand	+212 537 63 46 03
China	+212 537 75 40 56	Kuwait	+212 537 63 11 11	Tunisia	+212 537 73 05 76
Colombia	+212 537 75 17 68	Latvia	+212 662 77 29 70	Turkey	+212 537 66 15 22
Comoros	+212 537 70 85 24	Lebanon	+212 537 65 69 49	Ukraine	+212 537 65 78 40
Croatia	+212 537 63 88 24	Liberia	+212 537 63 84 26	United Arab Emirates	+212 537 70 20 35
Czech Republic	+212 537 75 54 20	Libya	+212 537 63 18 71	United Kingdom	+212 537 63 33 33
Côte d'Ivoire	+212 537 65 56 37	Malaysia	+212 537 65 83 24	United States	+212 537 63 72 00
DR Congo	+212 537 26 22 80	Mali	+212 537 75 91 21	Vanuatu	+212 537 20 23 73
Denmark	+212 537 66 50 20	Mauritania	+212 537 65 66 78	Venezuela	+212 537 65 03 15
Djibouti	+212 537 75 49 00	Mexico	+212 537 63 19 69	Vietnam	+212 537 65 92 10
Dominican Republic	+212 537 71 59 05	Netherlands	+212 537 21 96 00	Yemen	+212 537 63 12 20



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