

Escape To Morocco's Secret West Coast Retreat: Fiermontina Ocean

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Maissa pool suite 9, with dazzling ocean views to be enjoyed in a stylishly designed space. MR TRIPPER

The journey to Fiermontina Ocean begins in the vibrant city of Tangier, following the raw, untamed beauty of [Morocco](#)'s wild west coastline. As you head south from the country's northernmost city, the Atlantic's waves crash against vast stretches of sandy beaches, occasionally interrupted by the haunting remains of abandoned hotel projects—silent witnesses to the pandemic's disruptions.

After passing Asilah, a whitewashed coastal town splashed with bold street art, and just before reaching the bustling hub of Larache, the terrain shifts. Rolling hills and fertile farmland rise above the beach, pointing to the land's vitality between sea and earth. It is here, in this quiet pocket of rural Morocco, that the Fiermontina Ocean comes into view.

Perched on the hills planted with olive groves above the coast, this hidden sanctuary feels like the middle of nowhere. The property is a Moroccan offshoot of the [Fiermontina Collection](#), established by siblings, philanthropist and founder of the nonprofit Fondation Orient-Occident Antonia Yasmina Filali, and Fouad Giacomo Filali, former CEO of conglomerate ONA and former son in law of Hassan II, King of Morocco until 1999, who are locals to the region. Rooted in their Italian-Moroccan heritage, the hotel is more than a retreat; it's an example of thoughtful tourism.

The siblings have infused their family's legacy into every corner of the property. Grandchildren of Antonia Fiermonte, a painter and muse from Puglia, their story is steeped in wanderlust and ambition. Antonia's brother, Enzo, became a champion boxer and later a Hollywood actor, marrying Titanic survivor Madeleine Astor. This spirit of reinvention resonates at [Fiermontina Ocean](#), an ode to their rich family history.



A one-bedroom suite perched on the hills at La Fiermontina Ocean in Morocco, where local style mixes ... [+] MR TRIPPER

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The property consists of 14 villas, scattered across the hilltops, each offering sweeping sea views and private pools. The architecture is sensitive to the landscape, blending subtle traditional Moroccan touches with pared-back Italian elegance. Guests can

relax on wooden decks or under garden-facing showers that invite nature into the experience.

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Fiermontina Ocean’s allure goes beyond its aesthetics. The hotel doubles as a social enterprise, funding local projects to uplift the community. Antonia Yasmina’s [Fondation Orient-Occident](#), is dedicated to supporting migrants, refugees, and disadvantaged communities by creating sustainable opportunities that pave the way for a better future. At the hotel, this mission translates into initiatives such as staff training programs and providing essential infrastructure, like plumbing, to nearby villages.

Guests are invited into these communities like in the neighboring village of Dchier, where locals share breakfasts served in rustic courtyards with chickens roaming freely. There are also four sumptuous houses with Moroccan influences tucked in the surroundings, as well as the hotel spa with its tea room. "It's a way for guests to really immerse themselves in the area, not just stay within the hotel walls," explains Anas, one of my guides, a switched-on budding filmmaker who works in guest relations at the hotel.



Casa Cadi, one of four village villas named after the owners' grandfather with his actual his desk, ... [+] FIERMONTINA COLLECTION

As I tuck into bissara, a hearty fava bean soup, and jben cottage cheese drizzled with amlou, an addictive nutty argan honey, my second guide Imad, explains how each item of the spread is made. He knows the area like the back of his hand and takes guests on hikes to immerse them in the surroundings.



Café Maure tea room in the village of Dchier at the spa. LA FIERMONTINA COLLECTION

“The idea of the hotel is to give young people a reason to stay,” explains Anas, looking at his colleague. His words resonate deeply in a region where many, driven by desperation for a better life, risk their lives swimming or sailing across the perilous 25-mile Strait of Gibraltar to Spain—a journey that all too often ends in tragedy.

"Here, tourism offers an alternative: dignity through opportunity and connection," explains Antonia Yasmina. What started out as a sanctuary for the Filalis, who are all too familiar with the spotlight, became a place they wanted to share with others. "We saw potential in tourism as a means to help bring investment to the region and create a springboard for young people here."



Fiermontina Ocean is perched at the top of a hill, with the beach at the bottom of a gently sloping ... [+] MR TRIPPER

Back at the hotel, meals celebrate cultural commingling. Italian chef Antonio Gianfreda crafts a menu that swings between [Morocco](#) and Puglia. Picture red tuna fish caught that morning cooked in a subtle mix of local spices and topped over fresh linguine or meatier cuts of fish served like steak with fresh vegetables plucked from nearby farms. "Living here is obviously a privilege in itself," says Gianfreda, motioning the rolling hills around us, as we talk on the restaurant terrace. "But what I love the most is the experience of being able to truly bond and get to know the locals and their customs."



The view of the hills and sea from the restaurant at La Fiermontina Ocean, Morocco. MR TRIPPER

In the lofty dining room, with its high ceilings and wraparound windows, guests sit at wooden tables, looking out at the view. They are all booked in for a night or more and are mix of well-heeled Tanjaws who are here for a weekend break from the city, Moroccan influencers and French couples looking to unwind in utter seclusion.



A plate of fresh seafood and the beach club, a jeep ride away from the main hotel. MR TRIPPER

As the sun sets, golden light spills over olive groves, transforming the landscape into a living painting—a nod to the siblings' Puglian roots. Beyond the villas, the adventure continues. Guests can traverse bumpy tracks by Jeep to picnic on the never-ending sandy stretch of beaches. Yet, the magic of Fiermontina Ocean lies in its stillness, its ability to transport you somewhere timeless, where land, sea, and history converge.



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