

Hello and welcome to our new more robust newsletter format. We are now sending our newsletter using new technology. This allows us to deduplicate email addresses we have and also allows those that wish (I hope you don't) to be removed from our mailing list automatically.

Our website www.kasbahdutoubkal.com also now has a sign up button for our newsletter allowing you and others to add any new email addresses to our list.

As always I hope you find these occasional newsletters interesting and I thank you for your interest and support.

Wishing you well

Mike McHugo and all at Kasbah du Toubkal and Discover Ltd
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KASBAH DU TOUBKAL NEWSLETTER FEBRUARY 2006

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- New Ambulance arrives in Imlil.
- HRH Prince Charles mentions Kasbah du Toubkal as example of best practice.
- Imlil Village Association update
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- Trekking in Style New Toubkal Lodge opens March 2006.
- Discover Ltd & Kasbah du Toubkal form new Travel Agency "Mountain Voyage" in Marrakech

Possibility of Room to Read entering Morocco

Since I met John Wood at the Kasbah I am continually impressed by what he and his dedicated team is achieving www.roomtoread.org. Room to Read as you will see from their website is a desperately focused organisation and has just won for the 3rd successive year the **Social Capitalist Award**, so you can be assured that your donations are being used wisely. I am pleased (thank you to all our sponsors) that Chris and I were able to raise over £7,000 to help sponsor girls through education by our Bike Ride. The final results were that we:

**ARRIVED 8TH SEPTEMBER (8 DAYS) IN POURING RAIN 1102KM
60 HOURS 8 MINUTES**



**THANK YOU TO EVERYONE FOR YOUR SPONSORSHIP
DONATION CAN STILL BE MADE AT WWW.JUSTGIVING.COM/2B2**

Congratulations to Rupert and Kirsteen for being the closest to guess our arrival time with 8 days, 64 hours and 12 minutes. They win the fantastic holiday at Riad Farnatchi www.riadfarnatchi.com and Kasbah du Toubkal.

And now for something a little more serious !

ROOM TO READ TO ENTER MOROCCO – HELP MAKE IT HAPPEN

More challenging and far more important than this piece of escapism through rural France is the challenge we and friends and colleagues have set ourselves with trying to get Room to Read into Morocco. John Wood has agreed to look into the feasibility of this if we can raise the funds for a feasibility study. We have formed a dining club in Marrakech as a start to help raise these funds www.justgiving.com/marrakech **to join up and donate - honorary members welcome. If we could collectively make this happen it would be a major accomplishment and a legacy that we could rightly be proud of. Your help in making this happen is needed. Any other initiatives/ideas that readers have would be most welcome.**

Assuming we are able to raise the funds for the feasibility study and assuming successful (John has to check that Morocco is a country where the funds we will raise are able to be spent wisely) the serious business of raising the money to allow Room to Read to enter Morocco will begin.

New Ambulance arrives in Imlil

A brand new ambulance a 4x4 fully equipped Mitsubishi has been generously donated to Imlil village by “Au Cour du Monde” a French charity that has entrusted funds to the Village Association. The cost of this new fully equipped Ambulance was circa Euro 40,000. We thank them for the very generous gift. The original ambulance a 1982 ex Nato Land Rover will now move to service another valley.



HRH Prince Charles mentions Kasbah du Toubkal as example of best practice.

We were of course very flattered when Prince Charles mentioned The Kasbah du Toubkal in an essay he wrote on Responsible Tourism for the October 2005 edition of Conde Nast Traveller. He only mentioned one project by name so what can we say.

“Beyond the Rational How does one encourage tourism to behave more responsibly?**HRH The Prince of Wales** makes an appeal to all our senses.

.....three aspects in particular stand out for me: environmental balance, appropriate architecture and design, and ensuring that business leadership and management is guided by principles of sustainable development. ...the International Tourism Partnership (ITP), which I launched at Clarence House in November 2004. The ITP now aims, ambitiously, to encourage the entire travel and tourism sector to aspire to higher standards -

...

At present, astonishing as it may sound, there are no international guidelines for planning and building tourist developments. ITP is this year addressing this with the launch of “The Sustainable Hotel Siting, Design and Construction Guiding principles”....

“The Guidelines will doubtless highlight some excellent examples of good practice such as the Kasbah du Toubkal in the High Atlas mountains of Morocco. Here, the travel company, Discover Ltd, ensured that they used local expertise, materials and style to rebuild a ruined kasbah. So sympathetically was this done that visitors regularly believe it to be hundreds of years old. The approach they followed has since been enforced by His Majesty The King of Morocco as a regional standard, ensuring other developments follow suit. The Hotel was also a winner of last years Responsible Tourism Award.”

Conde Nast October 2005

Imlil Village Association update

The Association grows from strength to strength. The Village Hammam has now been opened for a year and is covering its running costs and serving a much needed service to the community. The association has been able to make a donation to a local association to build a school in an outlying valley where 80 children from

the village of Ouanscra were without one and due to the distance involved to the nearest school meant only a few out of the 80 were attending. The 5% levy raised on the bills of guests staying at Kasbah du Toubkal is the major source of income for the association.

New Ideas from SabMiller to add value to agricultural produce.

Sabmiller, the world's second largest brewers held another leadership development course at the Kasbah in November and this has now become a regular event. Again the idea of adding value to agricultural produce was raised and the idea of drying apples and other soft fruit was suggested. It is hoped that a feasibility study on this will be able to be undertaken very soon.

Trekking in Style New Toubkal Lodge opens March 2006.



Hajj Maurice and Building foremen looking very relaxed on terrace of remote Trekking Lodge

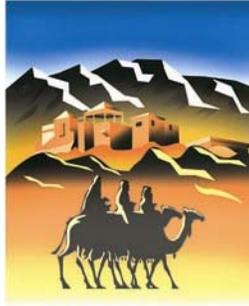
The building of the Kasbah's first remote trekking lodge is the start of a new concept in trekking in the Atlas and now allows guests to stay right in the heart of the spectacular Atlas Mountain without having to compromise on accommodation. These Lodges are truly comfortable offering similar levels of facilities to the Kasbah's Garden House.

- 3 Ensuite Bedrooms with spectacular views.
- Underfloor heating (solar powered)
- Spectacular terrace looking up to the snow capped 4000m high peaks of the Toubkal Massif
- Lounge with picture windows, wood burning stove, music etc

The first of The Toubkal Lodges has been built in the village of Id Issa in the Azzaden valley and is a half/full days trek (depending on route) from the Kasbah du Toubkal. The valley of Azzaden is truly spectacular and very traditional. Visit <http://www.kasbahdutoubkal.com/trips/trektoub.htm> and download further details.

In keeping with our sustainable standards, a Village Association to carry out Community projects in the area has been formed.

Discover Ltd and Kasbah du Toubkal form new Travel Agency “Mountain Voyage” in Marrakech



In order to allow one stop shopping we have formed a travel agency in Marrakech “Mountain Voyage” this will allow our clients, particularly people organising special events, to deal with a fully bonded ATOL & ABTA British travel company with the necessary licenses to deal with all the ground arrangements directly in Morocco as opposed to having to out source this to another company.

Wishing you well

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