

WHO SHOULD STAY?
IMPORTANT INFORMATION FOR VISITORS TO THE KASBAH
A hospitality centre not a traditional hotel

“The Kasbah calls itself a ‘Berber hospitality center’ not a hotel. In the brochure, I found this rhetoric self-important; once there, I realized it was entirely accurate. Drinking syrupy mint tea on the terrace, I was a guest ... I’m no sucker for eco-tourism boilerplate but I was impressed by the Kasbah’s approach...”

New York Times



The Kasbah du Toubkal is an extraordinary venture, the product of an imaginative Berber and European partnership. There is a shared belief that the beauty of the Toubkal National Park should be accessible to all who respect it. To this end the Kasbah has been transformed using traditional methods, from the home of a Feudal Caid into an unprecedented haven; one that provides a variety of accommodation and event possibilities to meet differing requirements. The Kasbah is a welcoming environment for people seeking a comfortable mountain refuge and for those who wish for superb rooms in a stunning setting. It is also a conference centre for those who are searching for a venue that inspires, one that provides peace in a spectacular and remote location, whilst providing the best of modern equipment.

In keeping with our philosophy of wide access, we have a range of accommodation/pricing options from €40 through to €200 per person and beyond. All our guests share the same public spaces and services. This means there will be times when the mix of guest will cover a wide spectrum of the travelling public. We have kept the original rooms in the Kasbah as Berber salons for multiple occupancy by families, walking and school groups. The en suite rooms in the gardens have been built catering for most modern comforts. The

Garden House includes a spectacular apartment that meets the requirements of most people and has been rented by celebrities. Our rooms have been very well received by our guests from various walks of life and increasingly in press articles, which have been very complimentary about the Kasbah, its philosophy, its facilities and the staff.

By way of third party comment the Hotel Review section of *Condé Nast Traveller* said of the Kasbah:

“I’m wondering why I’ve been wasting my time elsewhere in Morocco when I could have been up here ... a mountain retreat with the best rooftop views in North Africa.

Morocco isn’t short of lovely hotels. I’ve stayed in a few of its most elegantly furnished riads: but none boasts a setting to match the Kasbah ... this is the country’s first and foremost mountain retreat.”

We have been operating for many years now with this wide range of accommodation options and are confident that The Kasbah appeals to a large selection of those wishing to visit the mountains. What many guests enjoy and find unique is the feeling of equality and community at the Kasbah. **However it is important to realise that it is not necessarily for everyone.** Its unique broad-based approach to welcoming guests may not suit those that expect the place to be perfectly ‘dressed’ at all times. People expecting an approach more typical of a 4 or 5-star hotel should think carefully before visiting, especially if our Berber salons (our base level accommodation) are full. Please e-mail us before booking if you are concerned.

The Kasbah du Toubkal is not a hotel in the traditional sense; it is more an extension of the hospitality that stems from the homes of the Berbers who run it. We have deliberately not appointed a ‘European-trained’ manager as this would stifle the genuine hospitality for which the Berbers are renowned and destroy that special unquantifiable ingredient that makes visiting the Kasbah such a special and valuable experience. The Kasbah is a living place that will vary depending on the guests who are visiting—it is real, unpretentious and allows guests to engage with the Berbers who run and manage the Kasbah.

Below is an unsolicited comment from Anthony Layden who visited when he was British Ambassador in Rabat, clearly a man with great knowledge of Morocco and world travel.

“The scenery is magnificent. The friendliness and consideration of the staff are outstanding and the Hammam was terrific after Toubkal. One of the most enjoyable experiences in my 2 and 1/2 years in Morocco.”

An exceptional experience awaits you. We look forward to welcoming you to the Kasbah.

From Discover Ltd and all the staff of the Kasbah du Toubkal

PS Remember The Kasbah is not licensed for alcohol in respect of the local Islamic traditions; however you are welcome to bring any drinks of this nature with you. From an environmental point we ask that you take the empties away with you – they will at least be lighter!