

## KASBAH DU TOUBKAL UPDATE APRIL 2005

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### Summary:

- Imlil Village Hammam is officially opened by The Governor 18<sup>th</sup> December 2004  
A picture montage can be downloaded from  
<http://www.kasbahdutoubkal.com/archive/archindex.htm>
- Tsunami Appeal raffle raises funds for “Room to Read” rebuilding schools in Sri Lanka
- Kasbah du Toubkal wins Best Mountain Resort in the new Responsible Tourism Award
- Kasbah du Toubkal invited to talk at International Institute of Peace through Tourism
- Other news

**Imlil Village Hammam is officially opened by The Governor Mohamed Ichennaren 18<sup>th</sup> December 2004**



18<sup>th</sup> December 2004 saw the official opening of the Village Hammam and as you can see from the photographs it was a happy and relaxed occasion enjoyed by all. The Hammam is very well built and is very functional ( John and I can vouch for this having had an excellent really hot Hammam recently – and yes we paid our dues and are fully paid up members of the Association (see sign below) ) and is serving a hugely important need. Unfortunately the plans of talented Architect John Bothamley were not really followed and what I believe is termed some “spontaneous building” went on and is going on as they add a bakery and other communal facilities. But as you will see from the photos the new building material guide lines for Imlil have been observed and the Hammam has been built out of local stone and is a very fine functional building.

Thank you again to everyone who helped make this possible, details of the collective effort (also requested by the Governor to highlight your generosity) are on a plaque on the Hammam, it reads:

## IMLIL VILLAGE COMMUNITY HAMMAM OPENED 18<sup>TH</sup> DECEMBER 2004

This Hammam is owned and run by The Association Bassins D'Imlil, an NGO formed to assist in the providing of services and development in Imlil and the surrounding area.

The Hammam cost 780,000 Dh to build. These funds came from The Kasbah du Toubkal from 2 sources:

- a) A special fund raising event organised in April 2004 which raised 420,000Dh
- b) The 5% levy and other donations that the Kasbah receives for the Village Association from its guests.

Visitors to Imlil are welcome to use the Hammam, to do this they will first need to join the Village Association and pay their annual membership fee. The funds raised will help fund the running of the Hammam and any surpluses will be used by the Village Association for further community projects. These currently include the rubbish clearance system and the provision of the ambulance in Imlil.

We would like to thank everyone who made this Hammam and other projects possible. With your support and generosity other projects will follow.

*The Association Bassins D'Imlil*

### **Tsunami Appeal raffle raises funds for "Room to Read" rebuilding schools in Sri Lanka**

The world's generous response to Tsunami has astonished many of the aid agencies and hopefully soon the immediate needs of the survivors will be met. Friends in Marrakech have been very generous in donating stays at their fine establishments which has allowed us to put together several spectacular holidays that were donated to "Room to Read" to raffle at their fund raising events in the UK, for their general work "*World Change Starts with Educated Children*" and for rebuilding schools in Sri Lanka in particular. I am pleased to say that the following amounts were raised at their fund raising events: London: £4,500, Birmingham: £20,000 plus the third holiday is going to a schools event on March 15th where they hope to raise about £15,000. So it looks as if circa £40,000 has been raised, thank you to everyone who gave stays at their properties in Marrakech to make this possible.

Room to read has a pretty impressive record of 90 pence in the pound being deployed directly to their programs and not to a wasteful bureaucracy. So we can be sure the maximum amount of benefit from your generosity is being achieved. John Wood founder of Room to Read and Catherine Nott from the UK chapter have asked us if we would be interested in getting involved in some information and fund raising functions later on in the year. John's Charity is doing really great work so we have agreed to hold an event later in the year. Please contact me if you would like to have further information when it is available.

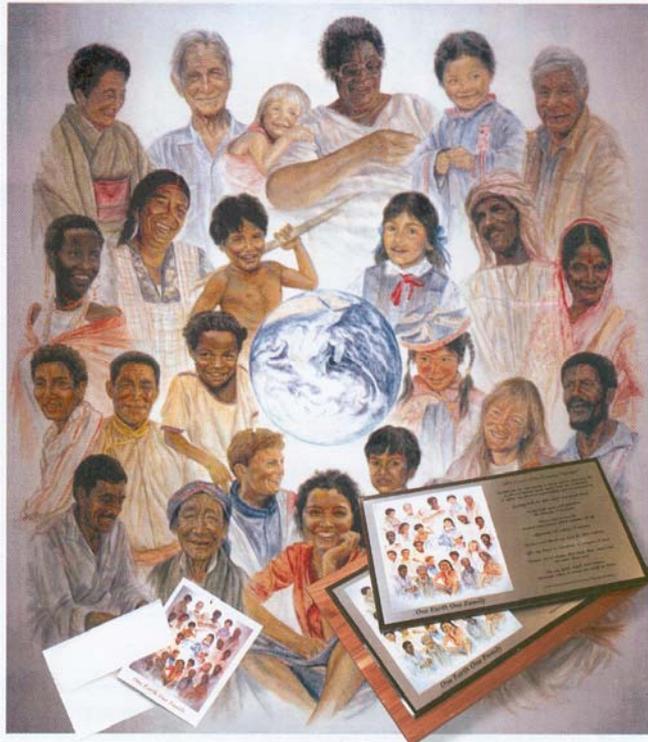
### **Kasbah du Toubkal wins Best Mountain Resort in the first Responsible Tourism Awards**

Thank you to everyone who was keeping their fingers crossed after us being short listed back in October – it obviously worked and I am pleased to say that we were able to collect our Award at The World Market in London in November. Thank you to everyone who made this possible.

### **Kasbah du Toubkal invited to talk at International Institute of Peace through Tourism**

We had the great honour of being invited to talk about our Kasbah project at the 3<sup>rd</sup> African Conference of the IIPT International Institute of Peace through Tourism in February in Zambia. During this event WANGO World Association of Non-Governmental Organisations presented Universal Peace Awards to Kenneth Kaunda and Nelson Mandela. Whilst Nelson Mandela was not able to receive his award personally we did have the honour of greeting Kenneth Kaunda a remarkable and Charismatic man.

## IIPT Credo of the Peaceful Traveler<sup>®</sup>



### *One Earth One Family*

Grateful for the opportunity to travel and to experience the world and because peace begins with the individual, I affirm my personal responsibility and commitment to:

- Journey with an open mind and gentle heart
- Accept with grace and gratitude the diversity I encounter
- Revere and protect the natural environment which sustains life
- Appreciate all cultures I discover
- Respect and thank my hosts for their welcome
- Offer my hand in friendship to everyone I meet
- Support travel services that share these views and act upon them and,
- By my spirit, words and actions, encourage others to travel the world in peace

A copy of this plaque has been ordered for the Kasbah for further details please visit [www.iipt.org](http://www.iipt.org)



## Other news

- Hajj Maurice's son Brahim gets married at the Kasbah.
- The kasbah continues to get excellent feedback from press and visitors alike and whilst many are now visiting with high expectations feedback indicates that we are living up to them. The one aspect that is regularly highlighted in the feedback we get is the appreciation of our Berber staff at the Kasbah. We know they are our greatest asset and intend never to forget it. Sue and Andy paid us a great solid complement when they wrote:

### Visitors

*"There is not a lot to say that is original and has not been said before. Andy and I arrived after 3 days in Marrakech staying in an exquisitely decorated and sumptuous Riad. However after 3 days here we are not ready to return. The sights and views are stunning and test your senses. The food has been tasty and well prepared. The accommodation is equally as sumptuous and as comfortable as Marrakech. The difference is the people, from the warm and friendly welcome we received, the enthusiastic following of our daily walks and the ease with which we were made to feel at home and ask anything of anyone. It has been a wonderful experience, memories and views that will stay with us a long time. May your team stay happy for years to come."*

### Sue and Andy

We will strive to keep our team happy for many years to come for a happy team is a good one. Thank you for your kind words.

### Press

*"It is worth flying out to Morocco for just one night in this remarkable hotel, a role model for how tourism can help, not hinder...."* **Barnaby Rogerson Cadogan Guides new edition 2004**

*".....Kasbah du Toubkal is a remarkable place.....you would go to Kasbah du Toubkal just for the views. The rooftop panorama is breath-taking.....You'll feel like a guest, not a tourist – a claim often made but rarely borne out by experience."*

**Mark Hodson The Sunday Times January 23, 2005**

*"The Kasbah was restored in 1995 and its guiding principles of promoting sustainable tourism and supporting the local community have won it a raft of awards and praise. Its worth coming to Morocco just to stay here and see the view early in the morning."*

**Ed Douglas The Guardian 19<sup>th</sup> Feb 2005**

Thank you for your support and we hope that if you have not been to the Kasbah it will not be too long before you do and for past visitors we will be able to welcome you again soon.

Wishing you well

*Mike McHugo and All The Kasbah du Toubkal and Discover Ltd*