

# KASBAH DU TOUBKAL

MOROCCO'S PREMIER MOUNTAIN RETREAT

## Why should you visit Morocco?

"If tourists stop traveling to Morocco it will have a huge impact on the livelihoods of the people and businesses that rely on them – visitors bring with them hope of recovery."

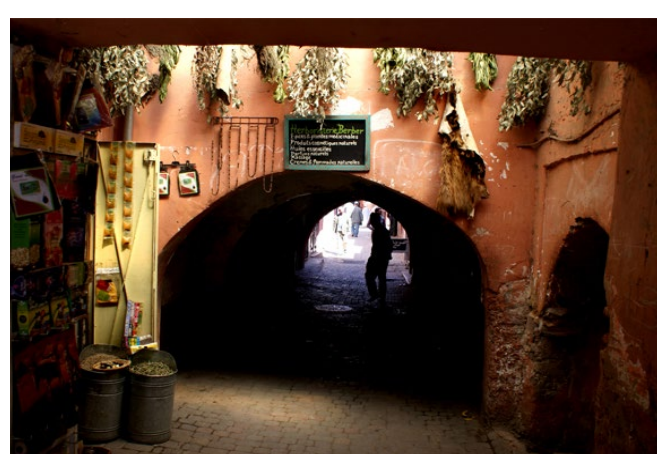
*Vanessa Branson  
Owner of El Fenn Hotel, Marrakech*

Morocco is a big country, almost twice the size of the UK. The disaster of the recent earthquake mainly affected the mountains and valleys of the High Atlas and parts of Marrakech, but most of the country is unchanged. Anything you could have enjoyed before Friday 8th of September you can enjoy equally now, more-so perhaps because you know that your holiday spends are benefitting the community as a whole. "The last thing the Moroccans want is to be hit by an earthquake and then hit by an economic downturn," says Mike McHugo. So why should you go to Morocco?

*(Click on logos or images for full story)*

### The New York Times

A Walk in Marrakesh: A Spider Web of Passageways



*New York Times Names Marrakech Among World's Great Cities for Walks*

The New York Times asked writers in cities around the world to suggest routes that let you immerse yourself in the essence of a place at your own speed. Marrakech stood out as a remarkable destination.

Morocco's Ait Ben Haddou Among 20 Prettiest Villages in The World



Morocco's Ait Ben Haddou has earned its spot among the 20 prettiest villages in the world. Located in the country's Atlas Mountains, Ait Ben Haddou presents a blend of history, architecture, and breathtaking landscapes.

This ancient village is renowned for its captivating earthen clay architecture, which forms a series of interconnected buildings and narrow alleyways that climb up the hillside. [mlw](#)

### AFAR

A Letter from Morocco and How to Help

"The buildings in Imlil, the village where Kasbah du Toubkal is located and a trekking center, are relatively untouched and have largely stood up to the earthquake," McHugo told Afar. "This is a village that has benefited from tourism money, leading to people having the ability to build more modern houses and infrastructure. Tourism has indirectly improved the lives of the local population."

*"Now, just days later, there's a keen sense in the city that, in spite of the tragedy, life has to go on."*  
*Nicola Chilton*

### The Washington Post

In Morocco, no city can match Tangier's famous cafe culture



Merzouga Ranked As World's Third Most Beautiful Tourist Destination



Morocco is home to some of the world's most beautiful deserts, and Erg Chebbi is the most evocative stretch of Sahara sand imaginable. Beyond the town of Merzouga, the Erg Chebbi dunes are a spectacular vision of shape-shifting golden sands that rise up to 300 metres tall and span over 28km in the heart of the Sahara. [mlw](#)

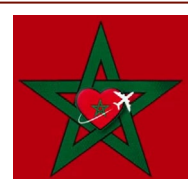
*"Morocco. It is not just an earthquake. It is a people. It is a culture"*  
*Colleen Cassar, tour leader Roam Like Queens*



Callejon El Asri Among World's Most Beautiful Streets



Morocco's "blue city" of Chefchaouen is an azure dream wherever you turn, but the little alley of Callejon El Asri is a favorite of photographers, thanks to its collection of flower pots.



Morocco Welcomes You



INDEPENDENT

Should tourists still visit Morocco in earthquake aftermath?

Alice Morrison is an adventurer and author. She has lived in Imlil for five years and was there when the earthquake struck.

*"Guests are from God" is the saying in the mountains, and the resounding message from Morocco is that it wants its visitors to return.*

TRAVEL+LEISURE  
Moulay Idriss Zerhoun Ranked As World's Seventh Most Beautiful Village



Chefchaouen is famous for its Instagrammable blue hues. But the more low-key, maze-like town of Moulay Idriss Zerhoun in the Fès-Meknès region of northern Morocco definitely deserves attention. Extending over two hillsides at the bottom of Mount Zerhoun, this holy destination houses one of the country's most significant sites, the mausoleum of ruler Idris I. It also has many stairs, alleyways, and terraces for a bird's-eye view of everything.

HOW WE CAN HELP

Morocco

Hospitality is an intrinsic part of Berber culture. To offer a guest the hand of generosity - a piece of bread and a cup of tea - is an innate Berber quality passed down from countless generations, pre-dating the tourism industry by thousands of years.

*Everybody I have spoken with since the earthquake has had the same message - "don't forget us, tell your clients to come."*  
*Jarrold Kyte, Steppes Travel*

From October we will be running trips to our sister properties in Imlil village, and to our Trekking Lodge in the beautiful Azzaden Valley.

