## Morocco tourism show

By Ian Stalker

Moroccan tourism authorities charmers rolled out welcome map for And, those authorities much of the world's travel industry in mid-January with the Marrakech's tourist trade is on second sedition of the Moroccan the verge of getting a dramatic Travel Market, choosing a venue boost, with the city's historic La for the show that had travel Mamounia hotel slated to stage agents mingling with tattooists. and tourist board and tour being closed for around two operator representatives at times years because of an extensive standing side by side with snake

quick to note. host city its official reopening in June after renovations program.





most important event of the Who Knew Too Much. year," promises Khalid Tijani, The travel market - held in director general of the Regional Tourism Council of Marrakech. who has been told there will be hotel balcony, and Alfred remote locales. Hitchcock, who used the hotel as

"It will be a big event, maybe the a setting for the movie, The Man

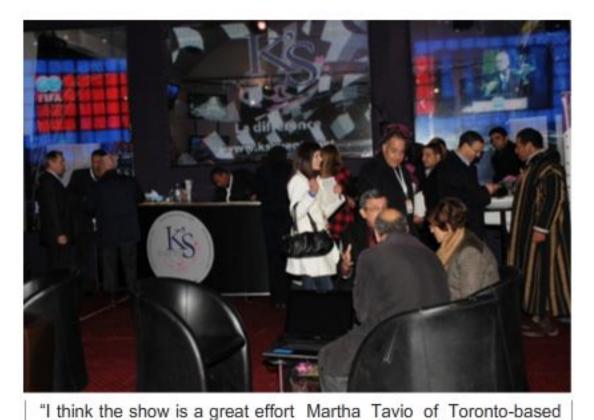
what's arguably the most exotic city on the planet -- was staged during a slowing global economy "dramatic changes" to a property but hosts were quick to note that that has often appeared on lists Moroccan exhibitors were out in of the world's top 10 hotels and force, with hotels, tour operators has drawn the likes of Winston and others involved in the tourist Churchill, who liked to paint from trade from both major cities and

coastal resort director of the Moroccan cities as Marrakech and Fes. 16 travel agents and tour Castaneda, operator staff.

"There are new products to based sell," he said, citing the likes of Excellence for Destinations.

"Morocco offers a lot more than riads, onetime homes of wealthy the Imperial Cities and [the Moroccans that have been of Agadir," converted into hotels and are Abdelghani Ragala, Canadian found in the old guarters of such National Tourism Office, told a Another making the journey to Canadian delegation of around the travel market was Cesar director of operations for the Montreal-World Centre οf





only for editions. that future countries will participate in order now development of the African time." economy through tourism."

to promote tourism business not Gateways International joined Morocco but for the Canadian group in visiting northwest Africa in general," he Agadir after the show and said of an event that drew non- praised it as "absolutely amazing Moroccan exhibitors from as far - the perfect place to end the away as Malaysia as well. "For a itinerary when in Morocco." She two-year-old show, I think that said the riads also won her over. they are dong a great job. I hope Also attending the show was more Moroccan-born Annie Benavoun. with Montreal-based improve the north-south Groupe Ideal, who said the MTM relationship and contribute to the "was much needed for a long

selling points for the country, spoken in Morocco, the great includina "great a infrastructure" underscored by this side of the Atlantic and the the likes of La Mamounia; golfing North African country makes it options; desert safaris that can an exotic experience even for feature either camels or four- Francophones. wheel-drive vehicles; longstanding cities with their old quarters; and its being an destination" with "affordable "friendly, warm people known for saturation point, and he believes their exceptional hospitality."

City's Incursion Voyages said

Benayoun cited a number of even though French is widely hotel differences between cultures on

Caron, who also made the journey to both Agadir and Marrakech, said hotel development hasn't reached there's room for more properties Jean-Pierre Caron of Quebec in such locales as Agadir and the Imperial Cities.

