



MIDDLE ATLAS

TOURIST GUIDE





EDITORIAL



The Middle Atlas is a destination of exceptional charm with green landscapes and an intriguing environment. It is an ideal location for a voyage into the heart of nature.

THE MIDDLE ATLAS, THE WATER TOWER OF MOROCCO

A country of gentle mountains and a Berber population, the Middle Atlas fascinates visitors by its cedar forests, its rich and smooth landscape, its calm lakes and various sites of interest.

This heritage is protected and promoted within the National Park of Ifrane, which contains the most beautiful forests in the Kingdom, notably the cedar, evergreen oak, zen oak, cork oak and pine tree forests.

At the heart of the Middle Atlas mountains, in Amazigh country, the Tourist Welcome Center of Ifran is, in addition, an exceptionally charming destination with its green landscapes and intriguing environment.

Through a long belt of vegetation, you can discover, and see according to the altitude and scenery, the forests of carob, evergreen oak, thuya, conifers and cedars, legendary trees and the emblematic species of the region.



You can also discover the lakes and rivers, particularly the longest river in Morocco, the Oum Er-Rbia, whose source is 40 kilometers from Khenifra and which empties out into the Atlantic Ocean 600 kilometers away, not far from Azemmour.

The small cities in the Middle Atlas also fascinate the visitor by their typical Berber style and their ancestral traditions. Thus, Ifran, nicknamed the Switzerland of Morocco, captivates visitors by its landscapes and urban heritage.

Azrou, built on the slopes of a cedar forest, is worth the detour, as well as is El Hajeb and the Zaouia of Ifrane with its beautiful waterfall.

We cannot forget Khenifra, the red city, which has large biodiversity and a natural and diverse landscape.

Midelt is also fascinating with the High Atlas mountains on the horizon and its green lush valleys among the barren and hilly spaces.

The hiking and mountain enthusiasts have nothing but an abundance of choice between fishing for trout in the rivers and different lakes or hiking and walking around the limestone plateaus of Ifrane.

Activities in the area, notably sports activities, include skiing on the slopes of Mount Michliffen and Jbel Hebri, mountain biking as well as bird watching on Lake Affenouir, spelunking and horse riding.

To better profit from a stay in this region, the visitor can also discover the local artisanal works (pottery, weaving, cedar wood work...) in the various artisanal studios and cooperatives in Azrou and Ain Leuh.

The Middle Atlas is a first class tourist destination for everyone who dreams of recharging themselves through contact with nature.

A great stay in a destination with all the extremes.

Tourist Welcome Center of Ifrane

At the heart of the Middle Atlas mountains, the Tourist Welcome Center of Ifrane, a part the Khenifra welcome center which is in the “Land of Cedars,” is a charming and intriguing destination situated around 60 kilometers from two large imperial cities, Meknes and Fes. The region is packed with green landscapes, lakes and immense cedar, evergreen oak and pine forests. There is also a large water reserve in the area where the source of the largest river, the Oum Er-Rbia, is located. The area is full of picturesque villages of Berber origin with ancestral traditions



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HISTORICAL GLIMPSE



The first traces of human establishments in the Middle Atlas go back to the Neolithic era. Some testify that the caves and archeological sites date back to the prehistoric era.

Bordered by the rich Saiss plain and the cities of Fes, Meknes and Beni Mellal, the forested mountains of the Middle Atlas are the territory of Berber tribes scattered throughout the Amazigh speaking region.

The population of the Middle Atlas and the Amazigh culture is composed essentially of large tribes originally from the Sanhaja confederation: the Zayanes, the Ait Youssi, the Ait Sgougou, the Ait M'Guild Ben M'tir, the Ait Seghrouchen, the tribes of Immouze Marmoucha etc... The ethnic groups are shaped by the environment and live off of raising livestock through seasonal mid altitude migration between djebel (summer pastures) and azghar (winter pastures).

The region was in the beginning populated by the Ait M'guild and the Bni-Mtir whose northern migrations were stopped in the 17th century by the string of Kasbah founded by Moulay Ismail. This had the effect of creating pockets of stationary populations, such as the Kasbah of Azrou, the Kasbah of Ain Leuh etc...

These tribes eventually added to their ranks other tribes such as the Ait Seghrouchen, originating from the East and who installed themselves at the end of colonial pacification



in the south part of Bni-Mtir. Toward the end of the 19th century, Moha ou Hammou ez Zaïani, named Caid by Moulay Hassan, became the ruler of the region in the name of central authority.

After establishing a very active market, baths, a mosque and hotels etc... he freed himself of colonial tutelage. Entering the city of Khenifra in November 1914, the French suffered heavy losses (563 deaths).

It wasn't until 1921 that they reestablished their authority, when Moha ou Hammou was

killed in battle against their troops.

Since then, Khenifra has stayed a modest enclosure at the edge of the river Oum Er-Rbia, where a fraction of the tribe Zaiane shelters itself from the winter.

The current site of Ifrane, which was discovered by the secretary general of the Moroccan protectorate, Eric Labonne, in 1928, was established by the colonial authorities through the Vizirielle decree of September 16, 1929 and named an "excellent vacation center."



THE BEAUTY OF THE NATIONAL PARK OF IFRANE



A space for discovery and adventure, the National Park of Ifrane boasts diverse landscapes, lakes and rivers. The park's natural wealth makes it an excellent tourist spot.

Mountains, forests, lakes, rivers and wildlife... at the National Park of Ifrane, nature appears in all forms following the rhythm of the season. With over 125,000 hectares and occupying almost all of the western central Middle Atlas, the park is a great place to get some fresh air. The mid sized mountains are mostly made from limestone or dolomite with schist and volcanoes hedges such as the Ito plateau.

Distinguished for its ecological and biological value, the park contains flora and fauna diverse as well as original with over 1,015 species of vascular plants (more than 22% all Moroccan vascular flora), 209 species of birds (around 50% of all species identified in Morocco) of which 103 are nesting (5 important international species such as the Red Kite, the Marbled Duck, Northern Bald Ibis as well as other abundant species, particularly the Shelduck, the Rudy Shelduck and other water birds) and 31 species of mammals such as the Barbary macaque, ground squirrel and the North African Elephant shrew. The park also includes an ensemble of sites with a remarkably rare character of biodiversity (River Tizguite, Val d'Ifrane;



the source of Vittel, Lake Kayet Aoua, Dayet Hachlaf, Dayet Ifrah, Dayet Iffer, Aguelmam Afenourir and Aguelmam Tifounaïssine, as well as a ski resort in Michlifen).

An area of freedom and discovery, the park is a tourist attraction and a destination for hikers, fishermen, nature and sports enthusiasts looking for thrills or a serene atmosphere. The forested mountains and volcanic surfaces overlooking vast spaces stripped bare (limestone and karstic plateaus), offer hiking, walking, horse riding and mountain biking.

River and mountain lakes (aguelmane, dayet) attract bird watchers and fishermen. The mountains, covered in snow in the winter, are a great destination for skiers and snowboarders. Within the park's territory, which is spread over 8 rural communes and one urban commune (the

Province of Ifrane), you can find a Berber population known for its rich culture and diverse and ancestral traditions. The natural space offered by the park includes, in addition, special land for all types of pastoral activities, thanks to the vast high prairies, various water sources and many resources in the forests.

This space is equally known for its water towers, which allow lumber and craft production as well as sheep herding: the famous sheep of Timahdite.

THE ATLAS CEDAR

The Atlas Cedar is a legendary and sacred tree.

It has supplied, since antiquity, heating wood assuring revenue for the local population. The tree's beauty and longevity makes it majestic and strong and its resistance gives it a special place in the park. Certain Cedar trees can, in addition, reach up to 50 meters in height.

CEDARS AND LAKES OF THE MIDDLE ATLAS



A charming and unique territory, the Middle Atlas captivates visitors by its rich fauna and flora. On its slopes spreads a view as far as the eye can see, immense forests of cedar punctuated by plateaus, valleys and lakes.

The mountains of the Middle Atlas present geological and morphological curiosities with large green fields. The cedar forests, such as those in Ajdir Ezayane, Ain Leuh, Azrou and Ifrane, impress hikers by the contrasting landscape of the Middle Atlas. The beauty of this region is found in a calm ambiance where the purity of the air and its smells of cedar wood and thuya fill the visitor's souls. The natural lakes of the Middle Atlas receive each winter more than 6000 migrating birds split between forty species: Anatidae, grebe, Rallidae, limicoles, Ardeidae, Laridae, Phoenicopterus, Gruidae. The Affenourir Lake is ideal for observing the migrating birds. The lake trail crosses untouched landscapes, tall mountains with large green plateaus and immense forests filled with Barbary Apes.

Sites of interest for tourists

Dayet Aoua:

The most famous lake in Morocco is situated 17.5 km north of Ifrane. The surface area (140 hectares) varies depending on the season. The lake is surrounded by a damp meadow and forests of evergreen oak and cedars. The flora, both underwater and above water, is very diverse.



Dayet Ifrah:

This lake is situated 40 km from Ifrane. It is one of the largest lakes in the region, which is spread out in the middle of a mountain cirque inhabited by shepherds.

From Ifrah, you can continue straight for a couple of kilometers crossing stony landscapes lined with hills covered in forests until Dait Hachlaf and there, after a small detour on a trail to your right, you will discover the magnificent Valley of Rocks filled with stunning limestone blocks.

After the pine and cedar forests, you will discover a rock cirque in the shape of ruins before returning to Ifrane.

The Lake or Dayet Iffer:

Situated several kilometers from the city of Ifrane, this lake has an altitude of 1,530 meters and 6 meters deep. It is characterized by a sub humid climate due to the rain from the Atlantic Ocean.

Lake Affenourir:

Kingdom of water and birds.

Some 30 kilometers from Azrou on the cedar grove tourist road, Lake Affenourir is a protected site classified Ramsar since 1980 (by the protection of avifauna in humid locations).

The Ruddy Shelduck, an endemic species at the National Park of Ifrane, has found a haven of peace and tranquility there.

Man is very present in the area and one can trace his footsteps daily: the herds who are out to pasture all day.

The songs of the shepherd always reference a tree, a bird and a plant. Precious natural heritage is valorized by an observation post for bird enthusiasts. Diversity is found again on this land of wonders.



Dayet Afourgah:

This permanent lake is situated at an altitude of 1,380 meters. It is supplied by melting snow and streams of water. The lake is surrounded by a humid leveled meadow and by forests of evergreen oak. One can find European Pike, carp, rudd and mosquitofish.

Aguelmame Sidi Ali:

This lake is situated at an altitude of 2,100 meters, formed from a forest of volcanic rock at the heart of the mountains south east of Azrou along the Midelt road after Timahdit. Towering over this lake is the mountain Sidi Ali, reaching the altitude of 2,395 meters.

The other side of the river is bordered by a large marshy plain (Ta'nzoult) kept wet by water sources and streams.

Trout, carp, perch and roach fish make local fisherman happy. After 79 kilometers, you run into the Zad Pass (2,178 meters). From there you can take the road to Khenifra or Kasba Tadla and El Skiba by Zaouia ech Cheikh.

Aguelmame Azigza:

Meaning "the green lake" in Berber, this natural lake is situated 30 kilometers from the city of Khenifra.

Occupying a depressed area of 26 meters deep, the lake is rich in fish such as pike, tench, carp and roach fish. The location is in the middle of the cedar forest of Ajdir Ezayane, making the lake and the region a first choice for eco-tourism. It is classified as a national heritage site.

when you take road 3211 again, you reach the valley of Oum er Rbia. The sources of the Oum er Rbia, which cascade down limestone cliffs, are full of trout and combining the Fellat river and the Oum er Rbia, form the longest river in Morocco which empties out into the Atlantic near Azemmour after a long journey from east to west. From there, take the road along the small Aguelmane or Haouli, then the Aguelmane Ouiuane.



Lake Ouiuane:

Situated in the province of Khenifra, 34 kilometers from the city of Mrirt along the road to Ain Leuh, this lake is artificial, supplied by nearby sources and lined by reeds.

Water Spots

River Tizguite-Val of Ifrane:

This heavenly site attracts vacationers by the hundreds and thousands.

Water spots Zerrouka:

Situated one kilometer from Ifrane and appreciated greatly by sport fishermen, this site supplies the city with drinking water.

Water spots of Ain Mersa:

This body of water can be found in the immediate vicinity of the city of Ifrane (7 kilometers).

Water spots of Sidi Mimoun:

A special stop on the lake circuit (22 kilometers from Ifrane).

Water spots of Amghass:

Situated 26 kilometers from Azrou, this body of water is great for salmon fishing.

Michlifen Ski resort

Michlifen:

A corner of paradise for nature lovers. Seventeen kilometers from Ifrane and one hour from Fes and Meknes, Michlifen, whose altitude is higher than 2,000 meters, is a volcanic crater filled with snow in a limestone plateau in the Middle Atlas.

A fascinating itinerary awaits the geology lovers, crossing the crater ruins of old volcanoes, discovering magnificent forest landscapes, cedars and a rough field.

At the border of the cedar forest, the beautiful ski resort has always attracted thousands of winter and mountain sport enthusiasts. The Middle Atlas Mountains were the first to see the development of skiers in Morocco. In 1936 the Ski Club of Ifrane was created.



Resort Habri and Hibri: Twenty-seven kilometers away, a small road to your left towards the mountain Hebri leads you to the second ski resort.

At an altitude of 2,100 meters, the resort offers two black ski slopes 50 and 200 meters long.

After 48 kilometers, you arrive at Azrou, the point of departure for numerous hikes. From Azrou, you can take the road in the direction of Meknes along the edge of the plateau nicknamed Belvedere d'Ito. From there, you can continue towards the Central Middle Atlas.



Waterfalls of Zaouiat of Ifrane:

Sixty-nine kilometers from Ifrane, this ranked site offers an enchanting view, especially at the moment when the water is released. This small isolated market town is livened up by the pretty waterfall. The water of the Ifrane River supplies water to the village as well as the cultivated land upstream of the waterfall.

The Zaouia of the Ifrane River is beautiful by climbing up its waterfall, which overlooks the Zaouia and gives you an extraordinary panoramic view of the location and the surrounding region.

THE GOUROUD CEDAR

The tree gets its name from the French Colonel who was second in command to Lyautey between 1912 and 1914. Situated 18 kilometers from Ifrane, it is the oldest "cedrus Atlantica" species in the world (9 centuries). The height of the tree is 42 meters and a circumference at the base of 9 meters. One can say today it is a giant coat hanger. The giant cedar has been dead for several years.





Ain Leuh and the Ajaabou landscape:

A vacation center frequented often and classified a national heritage site, Ain Leuh is a pretty village 25 kilometers southwest of Azrou. In the middle of a beautiful countryside belonging to the tribe Beni M'guild, the village is surrounded by fields of cherries and forests of evergreen oak.

This large market town is the uncontested capital of cherries: fleshy fruits with living colors. In the month of July the village welcomes the festival of the Ahidouss.

Ras El Ma:

This source is situated 5 kilometers from Ifrane on the road linking Ifrane and Azrou and is a vacation site and vacation center frequented often. One can observe the inhabitants in the village living in caves.

Cliffs of Kharzouza:

Just nine kilometers from Azrou towards Ain Leuh on the road to Midelt, this site is in the middle of a forest of evergreen oak. With a panoramic view, the site is known for its forest and its cliffs.



IFRANE, THE GREEN CAPITAL OF MOROCCO



Dubbed Morocco Switzerland, the city of Ifrane sits on a prized site in the Central Middle Atlas where magnificent landscapes, streams, lakes and cedar forests compete with one another. You will no doubt experience a radical change of scenery...

Owing to its luxuriant vegetation as well as the plentiful supply of water and fertile pasture lands, Ifrane has been dubbed «Ourti», which means «garden» in Berber.

The region of Ifrane holds exceptional assets characterized by the plant diversity (cedar forests, holm oaks, pine trees), by its rich wildlife (partridges, boars, Barbary apes, macaques) and its landscapes (natural and artificial lakes, caves, volcanic sites and gorgeous scenery, cedar trees and steppes). Other assets are the rich cultural heritage of the Middle Atlas (folklore, clothes, zaouiat (shrine), wood carving and jewels) and internationally-known ornithological sites where you can observe endemic birds (coots, common shell ducks, bee-eaters) which attract national as well as foreign tourists.

We can trace the first human settlements to the Neolithic era. Caves, like the caves of Tizguite, and the archeological remains dating back to the Prehistoric period in Zerouka, Ghabt Al Bahr and Itto bear witness to that. A mountain city with its red-tiled houses, its lush meadows, its healthy climate, dubbed the Morocco Switzerland, Ifrane is lively



throughout winter and spring, while in summer the coolness of its green sites, its holm oak, pine and cedar forests turn the city into a prime holiday and mountain summering resort. Ifrane houses one of the most prestigious universities in Morocco: Al Akhawayne. The town is the most visited summer spot and a stopover for those seeking peacefulness in a Swiss- Berber style.

The region boasts considerable touristic potentialities: various and diverse landscapes, lakes and streams and also a mild climate.

Its natural wealth makes of Ifrane a favourite touristic center for hikes and hunting - boar, partridge and hare.

Its lakes are an inevitable stop for trout and pike fishing. Ifrane is also a pastoral region. Here lies the largest cedar forest in Morocco.

Its forests are part of the international network of model forests.

From Ifrane, you can head for spectacular excursions if you are a hiker or a nature lover: the «Lakes Tour» or «Dayets Tour».





A must-see

The waterfall of haven: known also as «the virgin's waterfall», this stream is at 3 km from Ifrane. It's an ideal venue for relaxation and family picnics.

The lion site :

Carved right on the rock, a lion rests, giving the impression of being lost in thought. The lion has puzzled the visitors for decades. Powerful, impassive, and stunningly huge: 7 m long, 1.50 m wide and 2 m high

The most diverse rumours, now being a legend, have been going on asserting that the lion was probably the work of prisoners, legionnaires and other individuals from different nationalities. A venue where all people visiting Ifrane meet.

Ras El Ma Spring: situated at 5 km from Ifrane on the road linking the town to Azrou, that site houses the pools of the national center of fish farming and trout-fry breeding of the Atlas.

Moudemane, on the road of the magnificent cedars

The word «Moudemane» means hawthorn. A natural hawthorn orchard lies in the site. When the flower blossoms, the site offers a dazzling colourful view. Here, the forest is home to numerous forest oils and the cedar is its keystone. That majestic tree, known as Idel ou Begnoun, is an endemic species in Morocco.

The cedar wood is used as lumber and timber. The essential oils of the cedar wood, widely used in pharmacology, are renowned for their therapeutic virtues. This accounts for the massive building, «Maison de la Cedraie» (The Cedar Grove House), which lies on the site. It is specially meant for the Atlas cedar and its socio-cultural values.

The waterfalls of Oued Ifrane Zaouiat: That ranked site is located at 70 km from Ifrane and 53 km from the town of Azrou.



It offers a bewitching view especially when waters gush out.

Tizi Oughmari: on the road connecting Ifrane to Azrou (9 km), it offers a panoramic view on the nearby reliefs.

Gouraud Cedar. 15 km from Ifrane, it is a stunning cedar specimen.

Tizi N'tghaten View: 10 km from Ifrane and at a height of 1,934 m, it offers a dazzling view on the valley of Tizguit;

The Valley of Rocks: 5 km from Ifrane on the road to Michlifen, that valley is known as the rocks of the bats because of the existing caves which used to be occupied by the bats. That natural site is spectacular for its erosion-made chalky rocks.

Michlifen: 17 km from Ifrane, at an altitude of 2,000 m in the heart of a cedar forest, lies a ski resort, the most visited in the Middle Atlas.



USEFUL INFORMATION



Arriving in Ifrane or leaving

- Bus station: Bd Mohamed V
- Collective taxi : close to the station
25 DH from Meknes and 21 DH from Fes
- Getting around in town
green «petits» taxis.

Useful addresses

- Provincial Delegation of Tourism Ifrane
Bd Mohammed V

Tel. : 05 35 56 68 21

Fax : 05 36 56 68 22

E-mail : ifrane@tourisme.gov.ma

- Provincial Council of Tourism Ifrane
Bd Mohammed V

Tel. : 06 66 51 45 31

Fax : 05 36 56 68 22

E-mail : cptifrane@gmail.com

- Association of Touristic Homes in Ifrane
(AMTM)

Tel : 05 35 56 00 08/06 71 65 71 71

Email : giterasalma@yahoo.fr

- Provincial Association of Mountain
Guides in Ifrane

Tel : 05 35 56 18 34/ 06 62 19 08 89

Email: lahrizi37@yahoo.co.uk

Province of Ifrane :

Tel. : 05 35 56 64 63 / 64

Post and Telecommunications

- Post office : Rue des Lilas (Lilas Street)
- Postal services: Avenue de la Marche Verte
- Internet classes : Rue des Lilas (at the corner
of rue des Erables)
- Weather forecast information:
Tel. : 05 35 56 62 47

Emergencies

- Pharmacy Michliflen : Rue des Erables

Ski Club and Mountain Sports

Tel. : 05 35 56 65 73

THE LAKES TOUR



Length : about 60 km. Departure from northern Ifrane, direction Dayet Aoua
Must plan half a day for the tour.

EL HAJEB, THE TOWN OF THE SPRINGS



Lots of curiosities are to be discovered in El Hajeb: its old quarters, its listed monuments such as the ramparts, the strongholds of the kasbah... El Hajeb remains above all fascinating for its famous springs which spurt out in the heart of the town.

On the western edge of the first karstic plateau of the Middle Atlas lies the town of El Hajeb and its famous kasbah. A fortification, laid out amid the springs and dating probably to Moulay El Hassan era (1873 - 1894). The town offers some highlights with its old neighbourhoods, monuments, classified sites and areas, among them the ramparts and gates.

Its caves, once inhabited by troglodytes, attract the visitors' curiosity. The site of Boufekrane, the walls of the Agouraï kasbah and the Gour Mausoleum are a must-see.

It is said that this town, 30 km south of Meknès, may owe its name to two facts. On a historic level, this province was a protective enclave for the Ismailite capital. On a geographical level, the mountainous relief of El Hajeb, carved by the erosion effects, has always been natural «eyebrows» (el hajeb) for the two main springs «Aïn Madani» and «Aïn Khadem».

The population of the province is made up mainly of the tribes of Bni Mtir and



Gueroane. The names of these two tribes may have derived their references from the battle of «Aïn Maâruf» led against the French occupation. The natural forest is undeniably an asset and one of the most prized appeals where holm and cork oaks prevail.

Considered as the water tower of the region, the province offers significant water supply. Several water spots appear on the surface, commonly called «Aïns». There are more than twenty of those Aïns.

Boudouba Spring :

Situated in the precincts of the town, that spring spurts out amid the rocks surrounded by fig trees on a chelf a few kilometers in the south-east, once you have passed the hamlet of Boukhou. The springs Aïn Dhiba, Aïn Aghbal and Aïn Lhad are also to be seen.

Aïn Khadem Spring :

It spurts out in the heart of the town. It lies amid a lovely garden right up against a cliff. Nearby you can also discover Aïn Boteghzaz and Aïn El Madani.





The El Hajeb Kasbah :

Nestled between the Cantina and Ciba neighbourhoods, it is surrounded by relatively well-preserved ramparts.

The Medina :

It encompasses old houses which, at the time of the Protectorate, were meant for the soldiers.

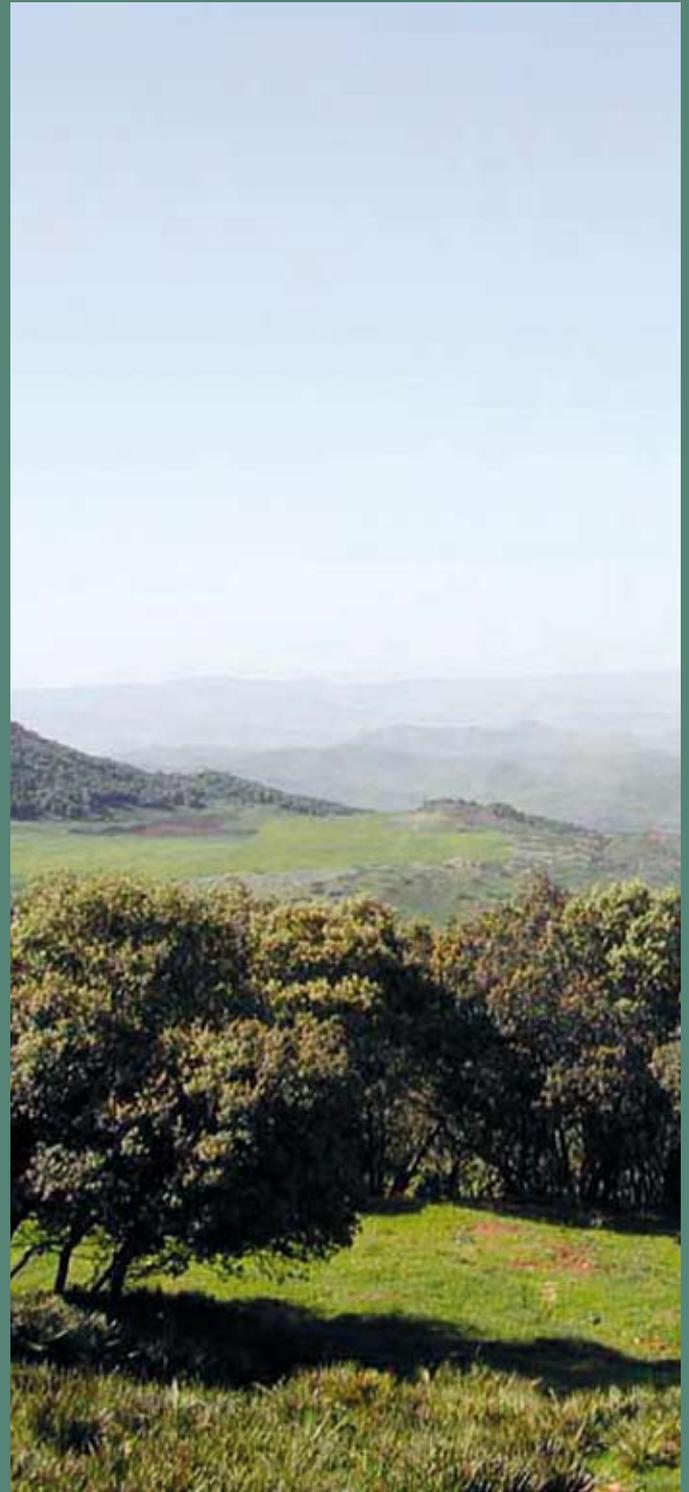
Some of them comprise small gardens which lend the area a touch of charm and peacefulness.



The lake under the Aïn Dhiba spring:

From Cantina neighbourhood and heading towards the barracks, you can discover, at the edge of the agglomeration, a dazzling lake laid out between two hillocks. This water volume is supplied by the Aïn Dhiba spring.

The lake is beautifully embellished with a fountain, numerous flower beds, an array of trees and a bunch of ducks that you will enjoy watching.



AZROU, ON THE CROSSROADS



Built on the slopes of a cedar grove, Azrou is situated at a height of about 1,200 m. Sightseeing the town is worth the detour for its coolness, the architectures of its homes as well as for its monuments

Azrou (the rock, in Berber) is a gorgeous summer resort lying at a height of 1,200 m, along the most beautiful cedar forest in Morocco, and the best preserved one.

The town is home to a kasbah built in 1684 by the Sultan Moulay Ismail. For those who travel between Meknès and Azrou via El Hajeb, it is essential to stop for a break at 15 km, at the «Belvédère of Ito» so as to enjoy a dramatic view on the ochre -yellow mountains.

Don't miss to see the cedar forest and its monkeys, as well as the craft art cooperative on the road to Khenifra.

The area surrounding Azrou is a prized venue for hikers, for boar, partridge or hare hunting. You can also have a tremendous time should you wish to try pike and trout fishing.

A must-see

The handicraft centre, well known for cedar-wood work and the weaving of Bni Mguild rugs.



Zaouiat Oued Ifrane is an authentic village nestled in a lush setting, at 52 km from Azrou and at an altitude of 1,610 m. It is built at the foot of a gigantic cliff whose structure is made of the piling up of limestone brought down by waterfalls.

The uniqueness and beauty of this site is owed to the water flows which carve a long red belt like a «marriage veil» descending from the plateau overlooking the village. You can appreciate the local mud-brick architecture and

the famous waterfall of the nobly-featured zaouia. A classified site offering a magic view when waters gush out.

The Balcony of Tigrigra or Belvedere of Itto, on the road linking El Hajeb to Azrou (15 km), this scenery offers a breathtaking view on the beautiful lowland of Tigrigra.

Ecomuseum of the Maison du Parc (Park House), this place is dedicated to the National Park of Ifrane, on the national road 8 near Tarsemt Park.





Kharzouza, 8 km from Azrou, this holiday site offers a panoramic view. It is also outstanding for its forests, its relief and its gorgeous cliffs.

The **Ecomuseum of the National Park of Ifrane**, in the town centre, will help you discover the wealth and the biodiversity of the wildlife and flora heritage of the region by means of boards, mock-ups and illustrations.

The **Kasbah**, built in 1684 by the Sultan Moulay Ismail.

Affenourir lake, belonging to the rural «commune» (district) of Aïn Leuh, comprises a migratory bird observatory and lies at the bottom of a wide crater, strewn with basaltic rocks.

Its shallow waters are used, during the migration season, as a stopover to numerous birds: flamingos, geese and wild ducks, herons, storks find there plenty of food.

Amghass Lake, 26 km from Azrou, is highly prized by anglers for its salmon fish.



USEFUL INFORMATION

Arriving in Azrou and Leaving

By bus : Bus station of Azrou,
Bd Moulay Abdelkader.
Information on site on the
departures for Meknès and
other regions in Morocco.

Collective taxis: they park in
front of the bus station and
serve Meknès, Fès and other
towns in the region.

Useful addresses

- Provincial Council of
Tourism of Ifrane, located
at Provincial Delegation of
Tourism
Tel. : 05 35 56 68 21
Fax : 05 35 56 68 22
cptifrane@gmail.com

- Association of Mountain
Guides
B.P. 15, Ifrane
Tel. : 05 35 56 68 21
Fax : 05 35 56 68 22
www.tourisme-vert-ifrane.com

- Association of Touristic
Homes of the Middle Atlas
B.P. 15, Ifrane
Tel. : 05 35 56 00 08
Fax : 05 35 56 68 22
www.ifranetourisme.com

- National Park of Ifrane
Azrou
Tel. : 05 35 56 12 96
projetifrane@yahoo.fr

- Water and Forest
Provincial Direction
Tel. : 05 35 56 37 27

- Handicraft Complex of
Azrou
Tel. : 05 35 56 65 73

- Centre of hydrobiology and
fish farming
Tel & Fax : 05 35 56 02 78
benabidecnp@yahoo.fr

Post and Telecommunications

- Poste : Western Union
money transfer
Bd Prince Heritier Sidi
Mohammed.

- Cybercafé : Place Md V, close
to Hotel des Cèdres

- Teleboutiques (payphones):
coin payphone, photocopy, fax,
postcards, stamps, phone cards
and national and international
press, Place Hassan II

Banks and Exchange

There are banks providing
ATMs and currency exchange
offices in the city centre.

Emergencies

Pharmacy Sakhra
Place Med V



KHENIFRA, THE RED TOWN



A Middle Atlas town, lying on the two banks of the Oum er Rbia river, Khenifra has the colour of its soil. This red town is the capital of lakes and forests in the Middle Atlas.

Khenifra and its region have a rich and varied touristic potential. The province offers an important biodiversity and a diversified natural scenery, it is home to a cedar and holm forest covering an area of 526,000 ha. It also contains streams full of fish and big lakes such as Aguelmame, Azigza, Ouiouane, Afrennourir, Tifounassine, Amghas, N'Douit and Miaâmmi which contribute to enriching this biodiversity.

Those are assets for tourists, mainly ecotourism and mountain lovers (trekkers, hunters and anglers). A real water thanks to its fork-shaped fluvial network made up by Oum er Rbia and the tributaries of the Bouregreg, the region of Khenifra has produced the two major hydraulic basins in the Kingdom.

In the medina you will find a kasbah, barracks, the kissaria (traditional shopping arcade) and several zaouias (shrines). On the other bank of Oum er Rbia, near Moulay Ismail bridge, the kasbah built by Moha ou Hammou ez Zaïani is a real fortress. From Khenifra you can take the road to Midelt or head for El Kbab.

A few kilometres after the pass, you will see no more trees, then the landscape emerges again displaying the djebel Masker and the usually snowy peaks of Jbel Ayachi.



A must-see

The kasbah

Built by Moha ou Hammou ez Zaïani, it is a real fortress today falling into ruin for lack of maintenance.

The Sunday Souk

Very popular for horse sales.

Kasbah of Adekhssal

A fortress built by the Almoravid Sultan Youssef Bnou Tachfine and restored by the Sultan Moulay Ismail.

Oum er Rbia Springs

They gush out from the chalky cliffs. Vauclisian springs with a regular flow, slightly salty and full of trouts, when they unite with the Oued fellah they form the longest river in Morocco: the Oum er Rbia.

Aguelmame Azigza

A lake full of fish in a holm oak-setting. The venue is ideal for family picnics.

Ouiouane Lake

34 km from the town of Mrirt on the road to Ain Leuh, this artificial lake is fed by the nearby springs and is lined with reeds.

Aguelmame Sidi Ali

Nestled at a height of 2,000 m, this lake, which stretches over 3 km and is known for its depth and its fish-crammed waters, is overlooked by the Jbel Hayane (2,400 m) and is bordered by rocky hills.



USEFUL INFORMATION



*Oum er Rbia
Springs*

Provincial Council of Tourism of Khenifra
Tel.: 06 61 18 26 08
ouazzamohamed@hotmail.com

Arriving in Khenifra and leaving

- **By bus** : Bus station, Bd Zerktouni.
There are some buses which serve several regions of Morocco
- **By collective taxis** : they serve all the nearby localities and park near the stone bridge or in front of the station;
- **Getting around in town** : in Khenifra the «petit» taxis» (small cabs) are orange.

Useful addresses

- **Post and telecommunications**
Post Office : Western Union money transfer
Cybercafé : Bd des FAR
Teleboutique (payphone) : Bd des FAR

•Bank and Exchange

There are banks with ATMs and currency exchange offices on Bd Mohammed V (in front of the post office).

•Emergencies

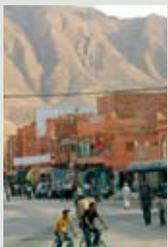
Clinique des cèdres, Emergencies 24 H /24 H, on the street leading to hotel Zayani
Pharmacy du 08 Mars, 20, Bd Zerktouni.
Tel. : 05 35 58 63 95

•Pharmacie Principale

Rue Bir Anzarane.



MIDELT, THE APPLE CAPITAL



Midelt is dazzling with the High Atlas as a backdrop. Its cultural and architectural heritage testifies to a glorious historic past

At a height of 1,500 m, Midelt sits amid the Atlas mountains, between Meknès and Errachidia. The city was originally made of small clusters of fortified homes, of mud-brick ksour, very picturesque, and kasbahs.

A «modern» city was built when the French army settled there, opening the road to the South towards Errachidia, Erfoud or Tineghir and when the exploitation of the mines began. But the old ksour are still inhabited.

It is a fascinating town with the High Atlas as a backdrop and the green riverbeds contrasting sharply with the desert and hilly areas.

Another distinct feature of the town is its cultural and architectural heritage (the neighbouring ksour, the archeological sites near Mibladene and Aouili).

For nature lovers, it is a starting point for thrilling hikes on the mountains amid a varied scenery, especially the region Jaâfer at the foot of Jbel Ayachi.



A must - see

Ahouli Site

Midelt has long been renowned for its mineral wealth, presently only the extraction of precious rocks like the «Vanadinite» makes the core activity of the people in the region, mainly in Ahouli situated at 25 km.

The Jaâfar Gorges

Located at 25 km from Midelt, it is a crossroads of gorges and forests. It is a touristic site of a staggering beauty. It offers a dazzling view at the foot of Jbel El Ayachi.

This touristic centre has been known for a long time by the visitors of the region

Aït ben Azou, Bertat, Aïn Zrioula and Sidi Saïd

Mountain villages of a striking natural beauty where you can discover the majestic cedar trees, the fragrance of the fruit trees and the thousand scents of the local plant life.

The picturesque sites of the Outat

The Outat or the old Midelt is dazzling with its green landscape and ksour. It is a string of some thirty splendid ksour: the mahogany kasbah is just like an emerald in the midst of this string. It is a picturesque place crossed by inexhaustible seguias. On their arrival in the region in the late 1920s, the French officers had noticed the beauty of the spot. The area was allegedly highly prized by the caïds Aït Izdeg and Aït Ouafella.



ARTS AND CULTURE OF THE MIDDLE ATLAS



The Amazigh culture is conveyed fundamentally by the language, the literature and the arts. It represents the oldest recognized culture in Morocco for more than five millennia.

An authentic culture, the Amazigh culture has protected its specificities in spite of the input from the Arabo-Muslim and African cultures. The Berber art has also undergone the influences of other cultures which have crossed the Maghreb.

Folk Arts

Poetry, music and dance hold a special place in the Berber culture. It is an art which combines songs to poetry and dance, and has been part of the agricultural cycle and the mountain Berbers' lives for millennia.

In the Middle Atlas, the seasonal sequences of fieldwork, the wedding ceremony, the daily actions, are ritualized by music and dance. The care and the way with which the mountain people organize their know-how and their lives, through very complex «artistic» acoustic and visual compositions, elicit amazement and reflection about this age-old immensely rich heritage.

Ahidous of the Middle Atlas is considered as one of the most spectacular collective dances in the Amazigh society in Morocco.

It is a means, according to the Amazigh art experts, which allows the group to express the emotion shared by the individuals. That art is connected to the social and religious festivities and especially to weddings.

The Ahidous art is not just a dance. It helps enhance the history of a region and it reflects its culture and the beauty of its nature. It is a means of communication between the individuals of the group and an expression of the collective spirit and the solidarity between the Amazigh tribes. Ahidous is closely linked to a set of customs and rituals.



Moreover, those traditions and rituals have a deep-rooted feature that the dancer must comply with in his songs, and does so in a sacred way.

Moha Oulhoucine Achibane, nicknamed Maestro by Ronald Reagan, is the king of the Ahidous dance of the Middle Atlas. He is regarded as one of the most outstanding performers of the Amazigh song in the Middle Atlas.

HOW TO PERFORM THE AHIDOUS DANCE:

It is a dance performed together with chants, and it is the most comprehensive means of expression and the most vivid one in the Amazigh society. That dance is performed on the occasion of festivities and even in summer after the harvest, very often in the evenings in the villages. The dancers form a circle, a semicircle, or two rows and face one another. Men on one side, women on the other side, or men and women standing alternately, close to each other, shoulder to shoulder, they form a particularly colourful bloc. Rhythm is put in the dance by the sound of the tambourine and hand clapping. The movements are collective: shuffling and shaking interrupted by wide undulations, like the wind blowing on corn fields. The dancers being at ease and forming a group, they display an outstanding harmony in the rhythm. However, they all perform the same movement at the same time, but what the Ahidous dance actually shows is a juxtaposition set.



CRAFT ARTS



The Amazigh silver work is a true art. You will admire this kind of metal chiseling with magical and brightly-coloured designs.

The traditional weaving

In Morocco, the traditional weaving is an integral part of the daily tasks in the rural world. The Middle Atlas Berbers are keen to preserve the ritual, as though the group's identity depended on that ritual.

Today, metal and wood both make up the framework of the trade, while the chemical colours and the new techniques intermingle with the old ones. Closely linked to the local cult, the loom embodies the sky, the fields, life and it gives the Berber women an undeniable power as weaving tells the story of their life. It is indeed in the Middle Atlas where rug-making is considerable. The rugs often bear the names of the region's tribes: Zemmour, Guerouane, Beni Mguild, Beni M'Tir Zaïane and many more others. Despite being far from the native land, the manufacturing technique is almost the same. Thus, the original knot named «Berber knot» is typical of the region. Most of those rugs are rectangular-shaped.

The quality of the wool is a common denominator of the rugs of central Morocco. In terms of colours, red predominates in the whole surface. But the most distinct feature of



the Berber rugs is the graphic design. You can also come across motifs representing diamonds, stars, straight or broken lines, criss-cross and checkered patterns...

Research has revealed that there is a relation between Neolithic art of the Mediterranean space and the Berber rug of the Maghreb. According to a researcher, the authentic Berber rug is the mirror of the woman of that region, of her sensations, her emotions and ideas. The rug features the conception, the pregnancy and the birth.



Wrought iron

This delicate embellishment art consisting of interwined wires, is thriving everywhere in the Middle Atlas.

It is a combination of dexterity and originality and a subtle balance between iron and mosaic.

The outcome: tables and consoles designed in different geometric patterns and that can be placed in any garden or home. Each wrought iron piece testifies to this bold and refined art.





Berber jewels

Berber jewels are very often associated to money.

The Berber jewel is an indispensable accessory in the women's attire, it plays a major role in their social life and is the evidence of the Spanish and African influences which intermingled on the Berber land.

The Berber jewel, in all its strength, its diversity and its beauty, has managed to defy time. Made out of silver in staid motifs but with different shapes, it is the evidence of the Spanish and African influences .

Manufactured in a traditional way, in a plain smithy where the embers are reddened by using bellows, the jewels are artfully worked with a tiny anvil. Different types of accessories are made. The earrings, found

in all civilizations, hold an importance place for the Amazigh people. Women wear them on different levels of the ear, hence the varied types: douah, boukanat, tixsrin... The bracelets are always worn in pairs, and they are either plain silver rings (abzg), or wider rings with inlaid stones and with a locking-small chain.



Cedar- wood work

The forest wealth enabled the craftsmen to specialize in woodwork. Beside, the first workshop was opened in Azrou, where cedar, mahogany and walnut are used.

In order to avoid all kinds of defects, the wood is stored during several years before being processed. The items are sanded and rasped, and at the final stage they are polished with a chamois skin - the chamois is a mammal which lives in the region and is often featured in sculptures. Also to be found, the eagle, the flamingo, the stag...

Sometimes the artists carve a child or a jar, as well as a multi-handled vase from where hang wooden rings forming a chain and weren't they in wood one may think they are welded.

Souks, shops and craft centres

If you are interested in craft art, you will be spoilt in the Middle Atlas. The region is known for its age-old handicraft, mainly its Berber rugs made of wool or cotton and its silver jewels you will find in the souks, the shops or





in handicraft centres especially in Azrou and Khenifra. There is an array of pottery and ceramic items as well: tajines (earthenware pots), candlesticks, pot holders, bowls, etc...

Wood-carving shops, mainly in Azrou, offer decorative articles and plates made of cedar, thuja or juniper wood. On the road, you can come across fossils and minerals sellers.

The hanbel, a natural woolen blanket

The hanbel is considered as being the oldest great legacy precious preserved during centuries by the Berber tribes of the Middle Atlas. It is a symbol of patience, wisdom, pride and honour. It has always been an integral part of the most valuable items in the Berber house. It is even more worthy than jewels for women. The hanbel is used not only in indoors decoration but also as a mattress or blanket.



FESTIVALS AND MOUSSEMS



The great variety of cultural, religious and artistic events held in the Middle Atlas reflect the uniqueness and richness of the Amazigh culture.

The visitor will always be fascinated by the moussems and festivals of the Middle Atlas.

The lakes festival

This is an event held in Dayet Aoua the 1st Friday of July aimed at promoting tourism, culture and art of the region.

International festival of Tourtite

Ifrane, sometimes called Tourtite - «The gardens», each year hosts the so-called «Tourtite» festival, end of July. Organized by the Tourtite Association for the cultural, sport, artistic entertainment and the preservation of the heritage of the mountain towns.

Moussem of Sidi Mohamed Ben Amer

Religious gathering organized at Ait Bourzouine in September.

Moussem Inchaden

Event organized at El hajeb in August for the promotion of the Amazigh culture.

Ahidous Festival

This event which celebrates the Berber music and art takes place the first fortnight of July in Aïn Leuh.

The Cedar Marathon

A sport event held in Ifrane, in September, for the touristic and sport promotion of the region.

The Moulay Bouazza Moussem

Organized by the rural commune of Moulay Bouazza. Each year, it attracts faithful visitors and tourists. It is held from 20 March to 05 May.

Moussem Sidi Ali Amhaouch

This moussem celebrates the patron saint of Tighassaline and is held in that village early April.



The Apple Moussem of Midelt

Celebrated each year in October in Midelt. It is the occasion for displaying and marketing the produce and also for enhancing the touristic potentialities of the region.

Moussem Sidi Yahya ou Youssef

A religious festivity held each year end of August in the rural commune of Sidi Yahia ou Youssef.

Moussem Tazagzaout

A gathering organized in that village as from the 1st Friday of September;

The Provincial Drama Festival

In May, the province of Khenifra celebrates the artistic and cultural activities: the young people of the town perform plays and other entertainments.

The Horse Day

That day is organized in October by the province of Khenifra in order to promote tourism in the region. Meant exclusively for celebrating the horse of the region.

The Forest Day

The province of Khenifra organizes each year in January this day in order to highlight the forest wealth of the region and help people be aware of the necessity to preserve it.

Provincial Season of Crafts

In December, Khenifra hosts this event to pay tribute to the age-old handicraft work in the Middle Atlas region.

The Song Festival and Amazigh Poetry «Tiwan»

Midelt hosts from 15 to 17 July this festival which celebrates the Amazigh art and poetry.



SPORTS AND LEISURE ACTIVITIES IN THE MIDDLE ATLAS



The forests and plateau in the Middle Atlas offer an immense site for the exploration of the dramatic landscapes: horse riding, hiking, mountain bike and 4x4 circuits, theme-related tours and fishing.

If you are a sport and open spaces fan, you are spoilt for choice: hiking, trekking, mountain bike and 4x4 circuits, specific theme-related tours such as local crafts, pastoral life, geology, wildlife, history, culture, traditions...

Hikes, horse riding and mountain biking

The Central Middle Atlas forests and plateau, some of which are integrated in the international network of model forests, offer a huge site should you wish to explore the awesome scenery while horse riding.

You will also enjoy the hospitality of the inhabitants. The cedar groves like the ones in Ajdir Ezayane, Aïn Leuh, Azrou, Ifrane and Immouzer Marmoucha until the borders of the Rif massif, including the famous National Park of Tazekka, dazzle the hikers by the contrast of the Middle Atlas scenery.

The beauty of that land lies in the diversity of its contrasted landscapes.



The «Accrocedar»

This sport is practised at a few metres from the Michlifén basin. It consists in ascending the trees in order to discover the tops and the tree-filled areas and acquire a respectful attitude toward nature.

Thanks to the «accrocèdre», you can discover the forest environment by means of a wide range of activities combining climbing (safely) the branches and ground entertainment. Owing to its deontology which positions the tree as a partner and not a tool or a mere stand, the «accrocèdre» fits in the educational activities meant for the environment preservation.

Sport fishing

Thanks to the fish-crammed lakes, anglers can enjoy different types of fishing: river trout, fishing in ponds and in waters where whitefish is plentiful.

Winter skiing

It is possible to ski in the resorts of Michlifén and Jbel Habri. Those small resorts are tucked in the heart of the cedar grove, at a height of 2,000 m and their slopes range between 100 to 200 m, equipped with ski lifts and are usable from December to February.





Bird watching

Bird watching and information collecting is a user-friendly technique without any device. The Affneounir lake, a valuable natural heritage, is enhanced by a bird observatory for ornithology hobbyists. Another evidence of the diversity of this amazing land is the Aguelmame Sidi Ali lake in the Middle Atlas. The most renowned species are: the brown trout, the rainbow trout, the roach, the pike, the black bass, the pikeperch, the perch.... The pike and the trout are

the fish that anglers like best. There are other varieties in the rivers depending on the location.

Hunting

The Middle Atlas is a natural reservoir for the diverse species of game and it arouses the interest of hunting fans. The main game species in the region are the boar, the partridge, the hare, the rabbit, the moorhens... For further information, contact the Provincial Direction of Water and Forest at : 05 35 56 37 27



SOIL PRODUCE



The Middle Atlas region has an age-old know how which has been preserved over the centuries, such as medication by plants, how the plants are used for flavouring and food preservation.

Honey

Honey, one of the first commodities of Man, already known in the Neolithic era, is considered as a special product in the Middle Atlas: a sweet multi-purpose medicine, a noble sweetener, a cosmetic. In Morocco and in most Islamic countries, honey (la'assel) is the symbol of prosperity and abundance when it is a matter of paradise, dripping with milk and pure honey.

Cherry jam

An old-fashioned style manufacturing process for this 100% exquisite natural jam containing 45 - 55% fruit.

This traditional jam without artificial colouring, additives nor preservatives, is made in several craft cooperatives in the Middle Atlas, like the women agricultural cooperative of Ajaâbou.

Goat cheese

Made in the traditional way with a flavour which is completely different from processed cheese;



Medicinal and aromatic plants

The Middle Atlas region, with its geographical contrasts, offers an array of bio climates making it possible to grow lush plants with strong endemism.

The lush flora in the region is greatly linked to the miscellaneous ecological biotopes.

In fact, desert and high mountain exist side by side and thus it is possible to grow varied species of different origins.

The people of the region have an ancestral know how they have preserved for centuries: medication by means of herbs, which are also used for flavouring and storing food, for extracting aromatic constituents meant for family perfumery or for the market.

The rural populations have significant knowledge and a practical know how they have acquired in their natural setting since they have been in contact with aromatic and medicinal plants for years.



CULINARY ART



The Middle Atlas cuisine contains exquisite and unique secrets stemming from an age-old know how, the mirror of the heritage and the native land. A cuisine both rustic and plentiful.

The eating habits in Morocco are closely related to the geography.

The Middle Atlas gastronomy is a mix of austerity and majesty, roughness and sweetness, moderation and excessiveness.

In the Middle Atlas, lakes provide a great variety of fish, more especially the delicious Atlas trout which is cooked in different ways.

Not to mention the traditional Moroccan dishes such as the Berber couscous with sea bream fillet, the couscous with aromatic herbs and the different kinds of tajines (stews) cooked in the Berber way.

Don't miss the mechoui (roast lamb), spit roasted in a wood- burning oven, a renowned specialty in the region of Ifrane.



FOOD AND DRINK



A la carte, in the hotels, you can sample national and international cuisine.

Restaurants, eateries and tea rooms offer Moroccan dishes and sandwiches with a Berber touch.

The classified hotel facilities of the region offer a rich and varied international and Moroccan gastronomy.

The Berber cuisine is available thanks to the local produce: Atlas trout, Berber couscous, mutton stew served with seven veggies and steamed semolina, soups, kebabs and poultry. A round bread is served with the meal, it is usually hand-kneaded.

If you fancy grilled meat, you can sample marinated-meat kebabs or the mechoui, a whole spit roasted lamb;

In the Middle Atlas towns, you can also find restaurants which offer dishes and cold or hot sandwiches (smoked trout, turkey, meat, cheese), pizzas, pastries (cookies, almond, chocolate or sesame paste), fruit juice and soft drinks.

You can enjoy a nice glass of mint tea, or drink a fruit juice served with delicious Moroccan pastries in the many cafés and tea rooms housed in the region.



ACCOMMODATION



A good choice of accommodation is available in the Middle Atlas suiting your tastes, needs and means. Not only luxury hotels and cosy ones but also «gîtes» (lodges) and classified hostels.

Good hotels are to be found in most Middle Atlas towns with a capacity of 100 beds, also restaurants, eateries, piano bars, night clubs, pools....

But the posh art déco- hotels are located in the province of Ifrane.

The region offers also classified and good-quality lodges and hostels, newly revamped in a rustic Berber style (carpets, couches, covers, safes, white roughcast and paneling) amid breathtaking landscapes, for those who seek aseptic tranquility.

They provide the main amenities (shower, electric heating and TV) and clean premises.

Should you wish to have fun, there are night clubs and discos in some hotels which offer shows and entertainments.



TOURISM DIRECTORY



66 TOURISM DIRECTORY

68	Azrou
70	El Hajeb
70	Ifrane
72	Khénifra
72	Midelt



TOURISM DIRECTORY

AZROU

Hotel 4 *

Amros
Rte De Meknès-
Azrou
Tel. : 05 35 56 36 63
Tel. : 05 35 56 36 80
Fax : 05 35 56 36 80
groupedermaak@
menara.ma

Hotel 3*

Panorama
B.P N° 1 - Azrou
Tel. : 05 35 56 20 10
Tel. : 05 35 56 22 42
Fax : 05 35 56 18 04
panorama_hot@
menara.ma

Hotel 2*

Opéra Azrou
Route de Meknès - Cr
Tigrigra
Tel. : 05 35 56 40
36/43
Tel. : 06 61 25 20 90

Hotels 1*

Azrou Hotel
Route de Khénifra -
Azrou
Tel. : 05 35 56 21 16

Hotel Des Cèdres
Place Mohammed V
Azrou
Tel. : 05 35 56 23 26

TOURISTIC RESIDENCE

Ajaabou
(R.H 2nd Category)
Ajaâbou - Aïn Leuh
Tel.: 05 35 56 90 96
Fax : 05 35 56 90 96
siteajaabou@yahoo.fr

CLASSIFIED LODGES

**Gîte de Charme Ras
El Ma**
(1st Category)
Rte D'azrou
Ougmès - Sidi Rached
Tel. : 05 35 56 00 08
giterasalma@yahoo.fr

CLASSIFIED HOSTELS

Tourtite
(1st Category)
Route Ras El Maa Aït
Faska. C.R Ben Smim
Tel. : 05 35 43 38 39
Fax : 05 35 43 38 39
mouaziz69@hotmail.com
www.aubergetourtite.com

CAMPSITE

Euro Camping
(Camping 2nd cat.)
Rte d'Azrou -Ben Smim
Tel. : 06 69 64 19 91

TRAVEL AGENCIES

Gouraud Voyages
261, Bis Av. Hassan II
Rte de Meknès Ahadafe
Tel. : 05 35 56 49 49
Fax : 05 35 56 47 48
gouraudvoyages@
menara.ma
Gouraudvoyages@
Gmail.Com
www.gouraudvoyages.com



EL HAJEB

Hotel «Benaïch»
Aïn Taoujdade
Province D'el Hajeb
Tel.: 05 35 441710

CAMPSITE

Camping d'el Hajeb
Route d'azrou,
El Hajeb
Tel. : 05 35 54 21 73

CLASSIFIED LODGES

Ranch Tijania
(guest farm) (2nd
Category)
C.R. Aït Bourzouine
Tel. : 06 61 77 85 28

Paysage Hadda
(2nd Category)
Rte de Meknès-
El Hajeb
Tel. : 05 35 54 84 10
Gsm:06 79 58 39 40

MOTEL

Motel "Chene Vert"
(2nd Category)
Route d'Ifrane
C.R. Iqaddar
Tel. : 05 35 56 76 58
Tel. : 05 35 56 48 80
Gsm: 06 61 26 56 66

IFRANE

HOTELS

**Luxury Hotel
Michlifen Ifrane
Suites & Spa Luxe**
Bp : 18 Ifrane
Tel. : 05 35 56 40 00
Fax : 0535 56 40 41
info@ichlifenifrane.com
www.michlifenifrane.com

Hotel 4*

Grand Hotel
Av. de la Marche Verte
Tel. : 05 35 56 75 31
Fax : 05 35 56 75 27
grandHotelspaifrane@
menara.ma

Hotel 3*

Aghlias
Station Michlifen
Bp. 106 - Ifrane
Tel. : 05 35 56 04 92
Gsm: 06 76 86 38 26
Fax : 05 35 52 23 21
bouziane-zohra@
hotmail.com

Le Chamonix
Av. de la Marche Verte
Tel.: 05 35 56 60 28
Tel.:05 35 56 68 25
Tel.: 05 35 56 68 26
Fax : 05 35 56 68 26
lechamonix@yahoo.fr

Les Tilleuls

Rue des Tilleuls, Riad
- Ifrane
Tel. : 05 35 56 66 58
Fax : 05 35 56 60 79
tjibril@hotmail.com

Perce Neige
Rue des Asphodelles
BP.47, Hay Riad-
Ifrane
Tel.:05 35 56 63 5 /51
Tel. : 05 35 56 62 10
Fax : 05 35 56 77 46
rassouni@yahoo.fr

Hotel 1*

Chalet du Lac
Dayet Aoua,
Bp : 10 - Fès
Tel. : 05 35 66 32 77
Fax : 05 35 66 31 97

TOURISTIC RESIDENCE

Residence Sequoia
(1st Category)
Route d'Elhajib, Bp:
39 - Ifrane
Tel. : 05 35 56 72 00
Fax : 05 35 56 67 01
blamri@hotelsatlas.com

TOURISM DIRECTORY

Residences d'Ifrane

(2nd Category)
Rte de Meknès - Ifrane
Tel. : 05 35 56 62 02
Fax : 05 35 56 62 89
ctifrane@menara.ma

Diafat la Paix

(2nd Category)
Av. de la Marche Verte
- Ifrane
Tel. : 05 35 56 62 62
Tel. : 05 35 56 66 75
Fax : 05 35 56 62 77
diafatlapaix@menara.ma

MOTEL

Motel le Relais

(2nd Category)
Route d'Azrou - Ifrane
Tel. : 05 35 56 76 58
Fax : 05 35 56 76 46
relais_ras_elmaa@menara.ma

GITES CLASSES

Dayet Aoua

(1st Category)
Tel. : 05 35 60 48 80
Fax : 05 35 60 48 52
aouagite@yahoo.com

La Montagne

Aït Arfa, Dayet Aoua
Tel. : 06 62 58 64 72

Touristic Hotels

Auberge Aïn Mersa
(2nd Category Ctp)
Rte D'immouzer
C.R Tizguite

Auberge Nizar

Route D'ajaabou
Aïn Leuh
Tel. : 05 35 56 93 86
aubergelenizar@yahoo.fr

Le Magot de l'Atlas

Route De Tagounite
Aïn Leuh
Gsm : 06 61 84 10 84
Aubergelemagot@Hotmail.Com

RESTAURANTS

Aguelmam (2f)

Hay Riad, Ifrane
Tel. : 05 35 56 71 20

Taj Palace (2f)

Bd. de la Marche Verte
Hay Riad. Ifrane
Tel. : 05 35 56 61 64
Fax : 05 35 56 68 24

TOURIST ACCOMMODATION RATING UNDER WAY

TOURISTIC RESIDENCE

TOURISTIC RESIDENCE
Verticale Best western Farah Inn
(2nd Cat CTP)
Zone d'extension
-Ifrane-
Tel. : 05 35 56 77 40/
71 30/77 20
06 61 13 98 68 94
Fax : 05 35 56 71 31
bestw.ifrane@gmail.com
bestw.boussekri@gmail.com

TOURISTIC RESIDENCE

Horizontale Best western Farah Inn
(2nd Cat CTP)
Zone d'extension
-Ifrane-
Tel. : 05 35 56 77 40/
71 30/77 20
06 61 13 98 68 94
Fax : 05 35 56 71 31
bestw.ifrane@gmail.com
bestw.boussekri@gmail.com



Residence

Estate

Tourism

Promotions

Best western Farah Inn

Zone d'extension -Ifrane
Tel. : 05 35 56 77 40/
71 30/77 20
06 61 13 98 68 94
Fax : 05 35 56 71 31
bestw.ifrane@gmail.com
bestw.boussekri@gmail.com

Campsite

Best western Farah Inn

(camping cravaning international CTP)
Zone d'extension -Ifrane
Tel. : 05 35 56 77 40/
71 30/77 20
06 61 13 98 68 94
Fax : 05 35 56 71 31
bestw.ifrane@gmail.com
bestw.boussekri@gmail.com

Hostels

Le palais des cerisiers

(1ère Cat CTP)
Route Cèdre Gouraud
-Azrou-
Tel. : 05 35 56 38 30
Fax : 05 35 56 34 36
www.lepalaisdescerisiers.com
contact@lepalaisdescerisiers.com

Ain Mersa CC

(2nd Cat CTP)
Route d'Immouzer
-Tizguite-
Tel.: 06 61 81 37 75

Le Valon Vert Ain

Aghbal CC
Route de Kénifra
-Tigrigra-

Le Cèdre CC

(1ère Cat CTP)
Route d'Azrou ,
Ougmès -Ben Smim-
Tel.:0535 56 10 19

Hebri CC

Route d'Errachidia ,
Jbel habri -Ben Smim-

Dernier Lion de l'Atlas

16 Route de Meknès
-Azrou-
Tel. :05 35 56 18 68
Fax : 05 35 56 18 68
a.elkhaldi@menara.ma

Berbère CC

Km 5 Ougmès Route
d'Azrou -Azrou-
Tel.:05 35 56 20 31
Fax : 05 35 56 47 41
aubergeberbere@hotmail.com

Le Magot de l'Atlas

Route de Tagounite
-Aïn leuh-
Tel.: 06 61 84 10 84
aubergelemagot@hotmail.com

La Forestière

Km 33 route
d'Errachdia -Timahdite
Tel.: 05 35 56 04 03
elgraimy46@yahoo.fr

Takchmirte

Aït Ali Ou Yakoub,
-Ben Smim-
Tel.: 06 64 11 81 13
gite.takchmirte@gmail.com
takchmirte_gite@yahoo.com

N'raht CC

Aït Ali -Aïn Leuh-
Tel.: 06 66 36 61 32
azizamraoui168@hotmail.com

Chez Hachimi CC

Zaouiat Oued Ifrane-
Tel.:05 35 56 05 78

Chellal CC

Zaouiat Oued Ifrane-
Tel.: 06 72 06 35 76

Zaouiat CC

Zaouiat Oued Ifrane-
Tel.: 06 70 33 28 05

Taârichte CC

Route d'azrou, Ougmès
-Ben Smim-

TOURISM DIRECTORY

Larmass CC
Zaouiat Sidi Abdesslam
-Tizguite-

Amelkiss CC
Zaouiat Sidi Abdesslam
-Tizguite-
Tel.: 05 35 56 31 41
Fax : 05 35 51 21 16

Taymate CC
Route Ras El Maa, Aït
Faska -Ben Smim-

Sbai CC
Tlat n'sana Sidi El
Mekhfi Al Akhawayne
HotelCC

Al Akhawayne
Route d'Errachidia
-Timahdite-

KHENIFRA

HOTELS

Hotels 3*

Atlas
B.P 94 Cité el Amal
Tel. : 05 35 58 60 20
Fax : 05 35 58 65 32
Kregragui@hôtelsatlas.
Com

Hotel de France
Quartier des Far, West
Khénifra
Tel . : 05 35 58 61 14
Fax : 05 35 38 45 20

Riad Zayane
Cité Al Amal B.P 94
Tel. : 05 35 58 60 20
Fax : 05 35 58 65 32

Najah
Bd Zerktonni B.P 187
Tel. : 05 35 58 83 31
Fax : 05 35 58 78 74

Hotels 2*

Azaghar
M'riat
Tel. : 05 35 39 09 61
Fax : 05 35 39 11 71

Transatlas
Aït Ishaq
Tel. : 05 35 39 90 30

Hotel 1*

Kamar
5, Rue Sidi Slimane
Bd. Mohammed V,
Khénifra
Tel. : 05 35 58 87 00
Tel. : 05 35 58 64 47

HOSTELS TOURIST

Auberge Jaafar
(1st Category)
Kasbat Itto – Berrem
C.R. Aït Izdeg,
Khénifra
Tel. : 05 35 58 34 15

Auberge Col Du Zad
(2nd Category)
Caidat Itzer
Tel. : 06 61 21 63 31

Auberge Arougou
(2nd Category)
C. R Aguelmam
Aziza
Tel. : 05 35 38 59 46
Fax : 05 35 38 59 46

Auberge Timnay
(2nd Category)
Douar Mitchimine,
C. R Tounfite
Tel. : 05 35 58 34 34
Fax : 05 35 58 34 34

Lodges

Aïss
(2nd Category)
Douar Tighza, Caidat
Lahmam, M'riat
Tel. : 05 35 39 03 54
Fax : 05 35 38 48 73

Faska
(2nd Category)
Tanefnite - M'riat
Tel. : 05 35 38 47 73

Tizinghachou
(2nd Category)
Tizin Ghachou
Gsm : 06 60 31 01 06
Gsm : 06 68 49 51 35

RESTAURANT

El Borj
C.R. el Borj, Khénifra
Tel. : 05 35 38 41 14
Tel. : 05 35 58 86 54
Fax : 05 35 38 41 60

TRAVEL AGENCIES

Zayane Voyages
80, Complexe
Commercial
Av. Mohammed V,
Khénifra
Tel. : 05 35 58 70 54
Fax : 05 35 38 33 53

Branch

Supratours
4 Bd Mohammed V
Tel. : 05 35 38 47 93
PRACTICAL

PRACTICAL INFORMATION

MIDELT Hotels 3*

El Ayachi
Rue D'agadir, Midelt
Tel. : 05 35 58 21 61
Fax : 05 35 58 33 07
Hôtelayachi@yahoo.com

Kasbah Asmaa
Route Errachidia,
Km 3, Bp. 140
Tel. : 05 35 58 04 05
Fax : 05 35 58 39 45
Fax : 05 35 58 39 04
info@kasbah-asmaa-
midelt.com

Hotel 1*

Roi de La Biere
1, Avenue des Far
Tel. : 05 35 58 26 75
Fax : 05 35 58 26 75

TOURISM

**Provincial
Delegation of
Tourism Ifrane**
Tel. : 05 35 56 68 21
Tel.: 06 61 81 26 07
Fax : 05 35 56 68 22
ifrane@tourisme.gov.ma

**Provincial Council of
Tourism Ifrane**
Tel. : 05 35 56 68 21
06 66 51 45 31
Fax : 05 35 56 68 22
cptifrane@gmail.com

**Provincial Council of
Tourism Midelt**
GSM : 06 68 65 17 88
Tel.: 05 35 58 34 34
timnay@laposte.net

**Provincial Council of
Tourism Khenifra**
GSM: 06 61 18 26 08
ouazzamohamed@
hotmail.com

**Provincial Council of
Tourism El Hajeb**
GSM : 06 61 13 62 27
Tel.: 05 35 51 12 92
cpt.elhajeb@hotmail.fr

ADMINISTRATIONS

Province of Ifrane
Hay Ryad
Tel. : 05 35 56 64 61

Province of Khenifra
Tel. : 05 35 56 62 76

Province of El Hajeb
Tel. : 05 35 54 36 71/72

Province of Midelt
Tel. : 05 35 36 08 64/65

ASSOCIATION OF LOCAL PRODUCE

• Honey

Miel « Mille Fleurs»
La Coopérative Insaf:
Aïn Leuh
Tel. : 06 77 10 31 36
Tel. : 06 70 94 01 14



Spurge Honey
La Coopérative Al
Ittihad - Aïn Leuh
Tel. : 06 64 94 73 20

Natural Herb Honey
Coopérative Féminine
L'espoir
Ben Smim
Tel. : 06 41 25 36 46

• AROMATIC Plants and Medicinal

**La Coopérative
Al Amal**
Aït Yahya Ou Alla
Tel. : 06 75 25 45 14

**Cooperative Achifae
Ben Smim**
Tel. : 06 67 61 54 38
Tel. : 06 74 55 63 23

**Herb couscous,
rabbit breeding and
apple vinegar**
La Coopérative Zohor
Tigrigra
Tel. : 06 60 97 45 06

**Sherry jam and
plum jam**
La Coopérative
Féminine Agricole
Ajaabou - Aïn Leuh
Tel. : 06 60 65 34 68



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**Regional Council of Tourism
Meknes - Tafilalet.**
Complexe artisanal, Zine El Abidine,
50 000 Meknes - maroc
Tel. : +212 (0)5 35 53 17 33
Fax : +212 (0)5 35 55 68 80
crtmektaf@menara.ma
www.visitmeknestafilalet.com

President :
Mostafa MESKINI

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R.C. 106 471 – Patente : 358 05 234
Tel. : 05 22 23 66 50 / 05 22 23 66 81
Fax : 05 22 23 67 40
E-mail : precom@menara.ma
Site Web : www.precom.ma

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MOROCCAN NATIONAL TOURIST OFFICE

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Regional Council of Tourism Meknes-Tafilalet

Complexe artisanal, Zine El Abidine, 50 000 Meknes - Morocco

Tel.: +212 (0) 5 35 53 17 33 - Fax : +212 (0) 5 35 55 68 80

E-mail : crtmektal@menara.ma

Site Web : www.meknestafilalet.com