



Kasbah Tiziri Hotel for Sale In Imzough Morocco



Agent Info

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Listing details

Property for: Sale
Price: USD 5,867,440.46

Location

Country: Morocco
ZIP code: 45352
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Description:
Kasbah Tiziri Hotel for Sale In Imzough Morocco

Esales Property ID: es5554871

Douar Imzough
Imzough (village)
Tinghir
45302
Morocco

An Unparalleled Investment: Kasbah Tiziri – <https://www.kasbahtiziri.com/>

Introduction: A Legacy Asset in North Africa's Majestic Landscape

This offering represents an extraordinary opportunity to acquire Kasbah Tiziri, a meticulously preserved and luxuriously converted traditional Berber fortress dwelling, now operating as an established boutique hotel. Located in the tranquil, authentic mountain village of Imzough, deep within the breathtaking landscape of the High Atlas Mountains in Morocco's Al Haouz province, this property is far more than a



business—it is a piece of living history. Dating back over 260 years, Kasbah Tiziri is a robust example of indigenous architecture, expertly adapted to modern standards of luxury and hospitality while retaining its deep cultural soul.

The sale provides an immediate entry point into Morocco’s lucrative experiential tourism market, catering to discerning travelers who seek adventure, cultural immersion, and unparalleled tranquility. With a robust existing infrastructure, extensive grounds, significant guest capacity, and dedicated owner/staff facilities, Kasbah Tiziri is a turnkey asset poised for continued growth and positioned as a premium mountain retreat accessible from the bustling city of Marrakech.

The Strategic Location and Enduring Appeal of Imzough

Kasbah Tiziri’s location in Imzough provides a unique competitive advantage. This region of the High Atlas, often considered the soul of Morocco, offers a vital counterpoint to the vibrant chaos of the nearby 'Red City,' Marrakech. Imzough is a strategic base for adventurers, hikers, and cultural enthusiasts, lying in the foothills of Mount Toubkal, the highest peak in North Africa. This location guarantees perennial demand from international travelers, especially those engaged in guided treks and mountain excursions.

The atmosphere in Imzough is one of profound peace and community. Guests are immersed in the ancient rhythm of Berber life, surrounded by traditional farming terraces, nut groves, and panoramic views of the Atlas peaks. The tranquility provides a powerful draw for wellness and digital detox retreats. While offering this remote, authentic escape, the Kasbah remains logistically accessible; the nearest major international gateway, Ouarzazate OZZ , is typically just a 1.5 to 2-hour drive away via well-maintained mountain roads, ensuring smooth transfer logistics for international clientele. This dual nature—remote sanctuary yet accessible gateway—solidifies the property’s prime market position.

Architectural Grandeur and Historical Integrity

The core of the Kasbah’s value lies in its 260-year-old traditional fortress architecture. This is a structure built to endure, utilizing the classic materials of the region: thick walls constructed from adobe and rammed earth (pisé), supported by local timber. These massive walls are not merely aesthetic; they provide superb natural insulation, keeping the interiors cool during the summer and retaining warmth during the chilly mountain nights, a significant operational advantage in a mountain climate.

The external design is one of imposing grandeur, characteristic of a mountain stronghold, with high battlements and a defensive posture that speaks to centuries of history. Internally, the conversion into a luxury hotel has been executed with meticulous respect for the building’s heritage. Traditional geometric patterns, rich natural pigments, hand-carved cedarwood, and locally sourced tiles adorn the interiors, ensuring that every corner of the 3-story structure tells a story. This commitment to historical integrity and authentic craftsmanship elevates Kasbah Tiziri from a mere accommodation provider to a genuine cultural destination, highly valued by the premium tourism segment.

Comprehensive Accommodation and Guest Capacity

Kasbah Tiziri offers a total of twelve exclusive guest accommodations, complemented by the essential



owner and staff quarters, providing a significant total operational capacity of approximately 20 to 24 guests. This mix of rooms is designed to maximize revenue by catering to different traveler needs, from solo adventurers to couples and families:

- * **Guest Rooms (8):** The hotel features four spacious Double Rooms and four flexible Twin Rooms (each with two single beds). Each room is individually designed, featuring traditional Berber décor, high-quality local textiles, and comfortable furnishings. All guest rooms benefit from mountain views and modern en-suite facilities, offering a comfortable blend of rustic charm and contemporary convenience.
- * **Signature Suites (2):** Two dedicated Suites provide an elevated guest experience. These larger accommodations often include dedicated sitting areas, enhanced amenities, and superior views, catering to guests seeking extended stays or an added element of luxury. These suites command premium pricing and are a key component of the hotel's revenue structure.
- * **Owner's Residence (1):** A private, self-contained Owner's Apartment is incorporated into the structure. This invaluable feature ensures privacy and comfort for the proprietor or management team, allowing them to remain on-site for efficient operations without compromising personal space.
- * **Staff Quarters (2):** Two dedicated Driver/Guide Rooms are provided. This logistical amenity is crucial in the trekking market, offering comfortable, dedicated accommodation for guides and drivers accompanying groups, streamlining the service offering and adding value for tour operators.

Exceptional Facilities, Grounds, and Operational Infrastructure

The operational excellence of Kasbah Tiziri is supported by its well-planned facilities and extensive outdoor spaces, which are a true luxury in the mountainous terrain.

The extensive grounds and gardens surrounding the fortress are a sanctuary of Mediterranean and high-altitude flora, featuring ancient, gnarled olive trees, fragrant rose bushes, and shaded courtyards perfect for outdoor dining or quiet reflection. The most exceptional feature of the grounds is the swimming pool, a coveted amenity in the Atlas Mountains, offering guests a refreshing oasis with a spectacular mountain panorama as a backdrop. The pool area includes ample sun-deck space for relaxation and capturing the stunning natural environment.

Within the hotel structure, the operation is robust:

- * **Kitchens (2):** The presence of two separate kitchens provides significant operational flexibility: one can be dedicated to high-volume guest catering, and the other can serve as a smaller prep area or a private kitchen for the owner's apartment or staff.
- * **Laundry Room (1):** A dedicated laundry room ensures efficient handling of linens and guest services on-site, a critical component for maintaining high service standards in a remote location.
- * **Reception Area (1):** A welcoming and professionally appointed reception area serves as the command center for guest check-in, concierge services, and managing reservations.
- * **The Roof Terrace:** Spanning the upper surface of the 3-story building, the Roof Terrace is the crown jewel of the property. This expansive space offers truly 360-degree, unobstructed views of the entire valley and the snow-capped Atlas peaks. It is an unmatched feature for sunset cocktails, yoga sessions, or al-fresco dining, providing a powerful 'wow' factor that drives positive guest reviews and premium pricing.



Investment Summary: A Turnkey Cultural Opportunity

Kasbah Tiziri is a unique acquisition that blends a rich historical asset with a profitable, established business. The hotel taps directly into the highly resilient market for authentic, experience-based tourism, where demand for cultural immersion and remote luxury continues to outpace mass market offerings. The extensive infrastructure—including 12 income-generating rooms/suites, two kitchens, dedicated owner accommodation, and a rare mountain pool—ensures immediate high operational capacity.

This 260-year-old fortress offers a rare opportunity to own a piece of Morocco's architectural heritage while securing a sound investment in a location destined to remain desirable for its natural beauty and cultural depth. The new owner will acquire a legacy asset that provides not just revenue, but a unique lifestyle rooted in the majesty and timeless traditions of the High Atlas. This is more than a hotel for sale; it is an invitation to stewardship of a Moroccan masterpiece.

ABOUT THE AREA

Imzough is a locality in Morocco, often identified as a douar (a small village or hamlet) situated within the vast and diverse region of the High Atlas Mountains. Specifically, it is generally located in the Al Haouz Province, an area immediately south of Marrakech that forms the gateway to the mountains, including the majestic Toubkal National Park. Unlike Morocco's major tourist hubs like Marrakech or Fes, Imzough offers an experience of authentic Berber rural life and traditional mountain culture. The village's isolation, nestled amongst steep valleys and terraced fields, provides a profound sense of tranquility and an escape from urban bustle, making it a compelling destination for cultural immersion and nature lovers.

The appeal of Imzough is centered on trekking, mountain exploration, and genuine cultural exchange. The area is crisscrossed by ancient mule tracks and hiking paths, connecting it to other remote Berber villages like Asni or Imlil, which is the starting point for many treks, including the ascent of Mount Toubkal, North Africa's highest peak. Visitors to Imzough typically stay in traditional guesthouses (gîtes) run by local families, which offer simple but authentic accommodation and delicious, home-cooked Moroccan cuisine. The daily life here revolves around subsistence farming and livestock, providing a rare glimpse into the enduring traditions and strong community bonds of the indigenous Amazigh people.

The local experience in Imzough is highly focused on Moroccan hospitality and simple, hearty gastronomy. Meals are often shared and feature staples like slow-cooked Tagine, a stew simmered with meat (often lamb or chicken) and local vegetables and spices, or fluffy Couscous, traditionally served on Fridays. Mint tea, known as 'Berber whiskey,' is central to social rituals, offered as a sign of welcome to all guests. While Imzough itself is not a major commercial hub, the local products—such as hand-woven carpets, artisanal crafts, and locally pressed olive oil—are often available directly from the makers, offering a direct economic benefit to the community.

Given its location high in the High Atlas Mountains, Imzough is not directly served by air travel. The nearest major international airport is Ouarzazate OZZ . RAK is located approximately 40 to 60 kilometers (25 to 37 miles) away from the general area of the Al Haouz province where Imzough is



situated.

MAiN FEATURES:

- * 675m2 of living space
- * 950m2 plot
- * 13 Bedrooms with 22 beds
- * 16 Bathrooms
- * Stunning Views
- * Private Parking
- * Great base from which to discover other fantastic areas of Morocco
- * Rental Potential through Airbnb and Booking.com

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Common

Bedrooms:	13
Bathrooms:	16
Finished sq. ft.:	675 sq m
Lot Size:	950 sq m

Lease terms

Date Available:

Additional information

Virtual tour URL: <https://www.youtube.com/embed/QPtJAMY0kI>

Contact information

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