

Beat: Business

## PURE LIFE EXPERIENCES IN THE MAGIC OF MARRAKECH

### IDEAS THAT MATTER FOR PURISTS

Paris, 28.10.2014, 18:36 Time

**USPA NEWS** - "Pure Life experiences" symposium will be held at Marrakech (Palais de Congrès from 10 to 13 november 2014). Meetings to connect and reinvent the "Travel" with respect of environment, and better pure life, will exchange in the «Ochre city » Marrakech which is the preferred destination to Morocco.

As said Mike Mc Hugo (Mountain Voyage Morocco) "In our "I am a PUREist" series, we meet the people behind the movement that's changing the face of travel. We caught up with PURE original, Mike McHugo from Kasbah du Toubkal and Mountain Voyage Morocco".

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A Tourism forum for the pureists in Marrakech

"MATTERS", a seminar of the inaugural event will welcome visionaries from within the PURE community and expert outside influencers to talk on a range of MATTERS that are key to the development of high-end experiential travel under three streams: MARKETING, SUSTAINABILITY and INSIGHT. Taking place on the first day of PURE 2014, MATTER is a series of RSVP-only seminars designed to provide a platform on which the PURE community can impart knowledge, share ideas and collaborate to drive the industry forward.

Each stream will consist of three 30-minute seminars followed by a Q&A opportunity. With the help of PURE experts, a couple of issues shall be tackled by some experts with the guests and participants about how do you constantly reinvent a destination? How do you differentiate yourself from the competition?

This year's symposium theme is devoted more and more about the tendency of "Sustainable Travel". PUREists' most successful conservation and sustainability projects gain a better understanding of both the positive and negative influences travel can have on this environment and communities. Some of the speakers include "Stefano Cheli (Managing Director, Cheli & Peacock Ltd), "Wilhelm von Breyman (Minister of Tourism of Costa Rica), "Jen Murphy as a panel moderator (Deputy Editor, AFAR), Zita Cobb (Innkeeper, Fogo Island Inn), "Sonu Shivdasani (CEO, Soneva Resorts, Residences & Spas) and "Keith Vincent (CEO, Wilderness Safaris).

Around another central theme is "the digital media and communication", will be gathering media and marketing experts on how to choose from the options available and the best practice for each, along with innovative ways of harnessing the new media. Amongst the speakers, round tables should be animated by : Ross Borden (Founder, Matador Network), Jeremy Jauncey (Founder, Beautiful Destinations) and Juliet Kinsman (Editor-in-Chief, Mr & Mrs Smith).

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A smart programme of Charity for poor girls to access education

"In our quest for a PURE world, we're talking our motto of "High Emotion, Low Impact" one step further by pledging to give something back. Inspired by so many of our PUREists who support local charities and initiatives, we've chosen to support Moroccan-based charity, Education for All " introduced to us by Chris and Mike McHugo from Mountain Voyage Morocco/ Kasbah du Toubkal (PUREists since 2009). Education for All's objective is to help few youngsters from rural communities by providing quality, reliable places for the girls to live that will put them closer to the colleges where they can gain a valuable education.

Since launching their first project in 2007, they have built and successfully maintained four boarding houses, which are second home to over 120 girls.

The PURE Awards 2014 has selected a shortlist, after listening to our community, we decided that this year they would be our judging panel. Who is better qualified to bestow recognition than those industry mavericks who were the inspiration for PURE in the first place? Nominations took place in Phase 2 of the appointment system, when all those attending PURE 2014 had the chance to cast their vote.

The 6 categories are such as :

1. Transformational Travel
2. Conservation and sustainability

3. Community and engagement
4. Innovative and engagement marketing
5. Design
6. Contribution for experiential Travel

The people's winners will be revealed at the PURE Awards ceremony on Monday 10 November.  
For more information see <http://www.purelifeexperiences.com>

**Article online:**

<https://www.uspa24.com/bericht-2846/pure-life-experiences-in-the-magic-of-marrakech.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Rahma Sophia RACHDI

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