Luxury Moroccan Hotel Appoints Kallaway As UK PR Agency

Tuesday 6 August, 2013

Kallaway PR's travel team has been appointed to handle the UK public relations for Fellah Hotel (www.fellah-hotel.com), a unique Moroccan luxury boutique hotel that is also home to a UNESCO World Heritage arts and cultural centre, and supporter of local education and literacy centres in its ancient village, at the foot of the Atlas Mountains. The Fellah Hotel will celebrate its Grand Launch in September, following a soft opening phase.

The Fellah Hotel, located 14 kilometres from Marrakech, includes 10 villas (with 69 rooms), swimming pool, a giant cactus garden, two restaurants, a spa and yoga centre. The Hotel is also home to Dar al-Ma'mûn – a non-profit arts centre dedicated to bringing international contemporary art and culture to Morocco, and the only cultural centre in North Africa and the Middle East to be recognised by UNESCO. The Hotel also works in conjunction with the Casablanca-based Zakoura education foundation and Libraries Without Borders - a French NGO - with a percentage of its profits contributing to the centres. Fellah Hotel's unique positioning is further enhanced by its support for local artisans in the village in which it is located, with many local products being used throughout the hotel.

Redha Moali, Founder, Fellah Hotel, said: "We have an unusual offering that provides guests not only with a luxury stay, but also the opportunity to both enjoy and help support a unique cultural project, which brings new and exciting art and artists from across the Middle East and North Africa region.

"We are looking forward to working with Kallaway on the official launch of Fellah, as well as promoting the Fellah lifestyle brand in the UK. We believe that culture and creativity lie at the heart of authentic travel experiences, and we were drawn to Kallaway because of their expertise across the travel, luxury lifestyle and cultural sectors. We were also really impressed by the enthusiasm and creativity shown by Kallaway and look forward to getting started on the campaign."

William Kallaway, Director, Kallaway said: "I am delighted the Fellah Hotel has selected Kallaway to run its opening and UK PR campaign. We understand the power of culture in shaping a destination and Fellah has a unique and inspiring approach. We look forward to working with the team and positioning the Fellah as a standout hotel for the discerning traveller."

The account will be led by Senior Account Managers Daniela Marchesi and Susannah Glynn.

Kallaway (www.kallaway.com) is an independent sponsorship and public relations agency specialising in travel and tourism, arts & lifestyle and luxury.

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For further information:

Daniela Marchesi
E: Daniela.marchesi@kallaway.com
T: 0207 221 7883?

Media:



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Scan Me:

Company Contact:

Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):
Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

View Online

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