

*tourist guide*

# AÏT BOU OULLI

**RED VALLEY**

Charming authentic valley

EDITION 2023





# AIT BOU OULLI

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In the heart of the M'Goun Geopark, at the foot of the Central High Atlas and nearby "Happy Valley", the Ait Bou Oulli valley, also known as the "Red Valley" due to the color of its soil, seduces by its quietness, peace and authenticity. The population is essentially agro-pastoral. Ait Bou Oulli in the Amazigh language means "herd breeders ". The valley is surrounded by mountains, some of

which exceed 3500 meters in height. You will discover numerous villages with beautiful traditional architecture, the most significant being the fortified village of Abachkou, as well as oases of walnut trees, beautiful pine forests and rock engraving sites, the most important of which is at Tizi n'Tirghyst. This valley is a stopover and the starting point for several hikes.

# Situation



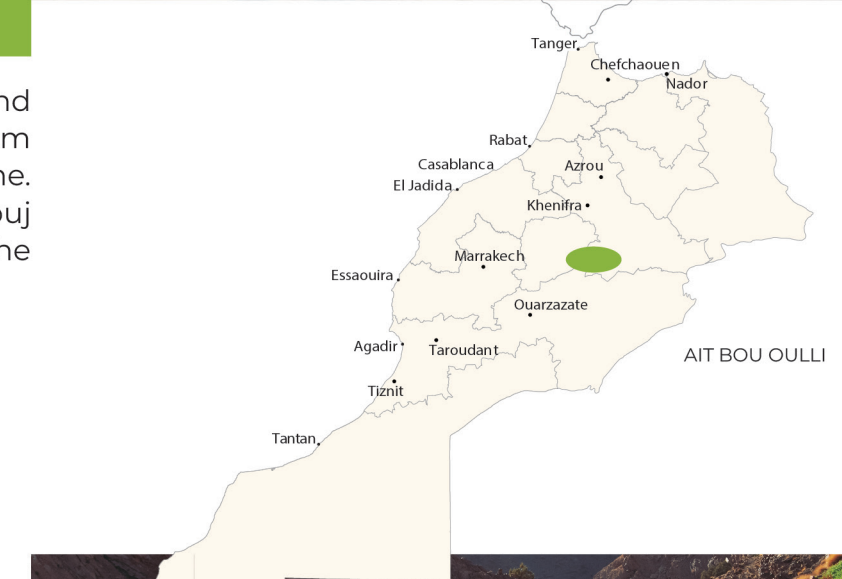
165 km from Marrakech via Demnate and the natural bridge of Imi n'Ifri. 162 km from Beni Mellal via Lake Bin Al Ouidane. 320 km from Casablanca via El Borouj and Demnate. 80 km from Azilal and the Geopark M'Goun museum.

Ait Bou Oulli is :

- 25 km away from Ait Bouguemez
- 13 km away from the rock carvings of Tizi n'Tirghyst
- 81 km away from Zaouiat Ahansal via Tizi n'Tirghyst

- Number of inhabitants : 15000
- Altitude : between 1400 and 3216 m
- Town : Ait Bou Oulli

*The Ait Bou Oulli valley has several villages to discover and explore during your visits and hikes.*



# Attractions



## SELECTION OF ATTRACTIONS

- Authentic earthen villages with their well-preserved architecture
- The rock engravings of Tizi n'Tighyst
- Tassawte gorges
- Threshing areas
- The 2 large collective granaries of Ait Bou Oulli
- The Takeddid, Waugoulzat, Lgoudamen, M' Goun, Rat peaks
- The carpenters of Abachkou
- The potters of Ait Bou Oulli
- Upper Oued Lakhdar Ramsar site

## CLOSE TO THE VALLEY

- The valley of Ait Bouguemez
- Demnat and the Imi n'Ifri bridge
- The dinosaur tracks of Ait Blal
- The M'Goun Geopark Museum

*A special tourist guide is dedicated to the sites of Ait Bouguemez and the Imi n'Ifri.*

*See and discover*



*These lists are not exhaustive, a multitude of sites, landscapes, traditions and curiosities remain to be discovered according to your interests and desires once there.*

## THRESHING AREAS

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The still functional community threshing areas are located near the villages of Ifri and Rouguelt. The cereals are harvested starting mid-June, then threshed a few weeks later when the harvest is dry. The threshing areas are redeveloped collectively before each season.





# Nature or sports activities



- Hiking
- Mule riding
- Trekking (hiking with climbing a peak)
- Mountain biking (MTB)

*For sports enthusiasts  
of all levels*

*If you come with your family, several  
activities can be enjoyed by the children.  
All activities can be adapted to your  
needs and the length of your stay.*

## HIKING

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Several hiking and mule-back riding circuits are offered, each with varying durations, levels of difficulty, and distances. You can go on hikes to discover the local agriculture or to meet nomads on their transhumance trails. Hikes can be organized for ecotourism enthusiasts in areas of high biodiversity (see section on biodiversity).



*For more information on the activities, contact one of the tourist accommodations on the site.*

## TREKKING

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From Ait Bou Oulli, you can embark on the ascent of Mount M'Goun (4071 m) or Mount Rat (3700 m). The ascent of Mount M'Goun, third-highest peak in Morocco at 4071 meters, is immensely popular both nationally and internationally. Audience: for sports enthusiasts. Guide : it is necessary to be accompanied by certified guides. Duration: at least 4 days of hiking/trekking.



## MOUNTAIN BIKING (MTB)

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Discover the valley, its villages, and forests on mountain bikes, through various half-day or full-day circuits of moderate difficulty and beyond. Mountain bikes are available for rent for groups on organized trips. Please notify in advance. For more information contact one of the tourist accommodations in the valley or the Cooperative "Living Cooperative for Sustainable tourism " located in Ait Bouguemez. Phone : +212661218150.

# Workshops And various activities



*Spend enjoyable  
moments and learn  
about local know-how*

*For more information on these activities  
contact a guide or one of the tourist  
accommodations in the valley.*

## KITCHEN WORKSHOP

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This workshop will introduce you to local and traditional gastronomy based on local products. Target audience : adults and youth. Location : Tazazaout village. Contact : Gite Tisant +212670958813 and Gite Azoul +212676930978.



## AGRICULTURAL WORKSHOP

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These workshops allow you to participate in agricultural activities and discover the traditional techniques and rules of water and agricultural land management implemented by the customary institutions of the douars (local communities). Target audience: adults and youth. For information related to this workshop, please inquire at your accommodation.



## WEAVING WORKSHOP

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The women of Ait Bou Oulli are renowned for their traditional art of carpet weaving preserved for many generations. They will explain to you the secrets of this magnificent artistic heritage and introduce you to the art of weaving. This activity is suitable for both adults and children. Location : Villages Tabghiouine and Ait Laalam Contact : Cooperatives Tabghiouine 212766687961, Ibilou Cooperative 212616254418.



## POTTERY WORKSHOP

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Come discover with the potters traditional craftsmanship that has been passed down from generation to generation. Find out how they collect and prepare their clay and how to make pottery. Target audience : adults and youth. Location Bougal village. Contact : activity to be organized with your accommodation.



# Solidarity Activities



*For supporters of solidarity  
and sustainable development*

## REFORESTATION AND FLOOD DAMS

Participate in awareness workshops for the preservation of biodiversity and ecosystems and seasonal reforestation actions. Contact : Enasim Youth Association of Ait Bou Oulli. Phone: +212696129252.



## CELEBRATION OF THE EARTH HOLIDAY

Several tree planting activities and awareness campaigns about waste collection are organized every year to celebrate Earth Day in collaboration with local schools and associations. Contact : M'Goun Geopark Association.



*Participate in the tradition of Amazigh solidarity  
" Tiwizi !" If you are an amateur, do not hesitate  
to contact local associations, schools and  
cooperatives to inform you about the solidarity  
projects planned. Solidarity stays can also be  
organized on request.*

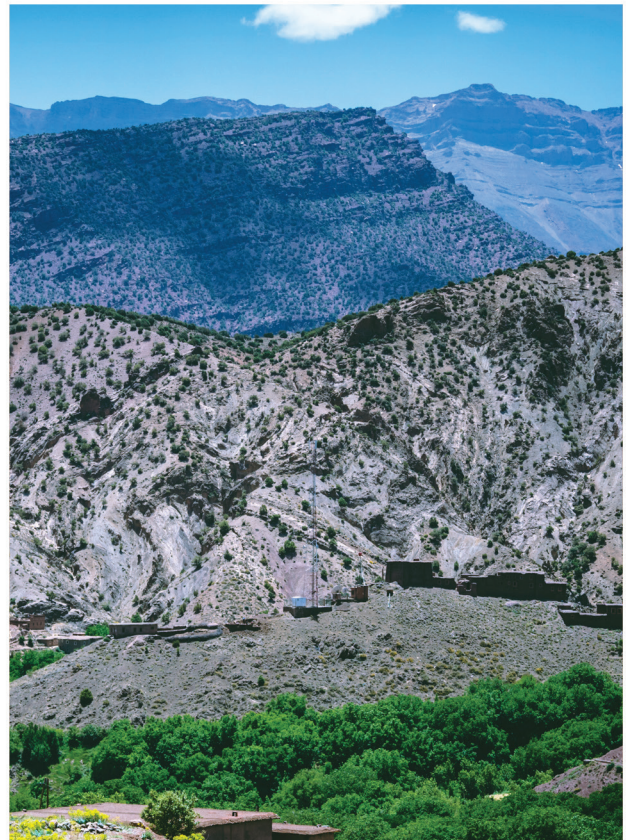
# Historical Sites



*Dive into the history of Berber tribes*

## COLLECTIVE GRANARIES

The two collective granaries of Ait Bou Oulli are located side by side on the Jbel Ait Oukhir and belong to three tribes. Unlike many granaries in the region, these traditional circular constructions are still functional. They are used by villagers to store their harvests and organize meetings related to the management of local affairs (such as water and agricultural land management for eg). According to local customary rules only tribal chiefs are allowed to enter granaries. Though the visit of the interior of the granaries is prohibited, the walk to the site is definitely worth the detour as it offers a breathtaking view of the Ait Bou Oulli valley as well as the mountain ranges of the Central High Atlas. Location : near the village of Ait Alam.



GeoSites



*For the curious and  
geology enthusiasts*

## GEOLOGICAL LANDSCAPE OF BOUGAL

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This magnificent landscape is located near the village of Bougal. The houses of this village are aligned on a ridge cut in clays, silts and red sandstones from the Middle Triassic (220 Ma), surmounted by flows of basalts from the Upper Triassic (200 Ma), then by black limestone with Brachloporids from the Aït Bou Oulli Formation of the Lower Lias (195 Ma). In the Middle Jurassic (170 Ma), a mass of magmatic rocks in fusion was introduced into these formations then cooled and crystallized forming a rock called gabbros.



## ROCK ENGRAVINGS TIZI N'TIRGHIST TIRSAL

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During your hikes, make sure to stop and admire the rock carvings of Tizi n'Tirghyst at 2300 meters altitude, at the foot of Jbel Rat. These engravings, polished or stenciled on pink sandstone tables with a bluish patina, date from the Bronze Age (3500 to 4000 years ago) and depict transhumance, combat and hunting scenes, with horsemen carrying spears and shields.



# Biological and Ecological Riches



*For lovers nature  
and ecotourism enthusiasts*

## SBEI LAKHDAR AND HIGH OUED LAKHDAR RAMSAR SITE

This site is one of the few permanent mountain river ecosystems in North Africa that still remain in a natural or semi-natural state. The sustained water flow during the summer makes it a remarkable site for biodiversity. The Berber communities actively participate in conserving this environment through their traditional knowledge. The Oued Lakhdar SBEI extends from the Ait Bouguemez valley to the Ait Boulli valley, encompassing the main river courses, their sources, and the steep valleys.

***A Site of Biological and Ecological Interest*** is the term used for to protected areas in Morocco A SBEI is a remarkable ecosystem, with a high concentration of rare or endangered endemic plant and/ or animal species, or with a high biodiversity index.



***A Ramsar Site*** is an internationally important wetland that meets a set of criteria, such as the presence of vulnerable species of fish and waterbirds In Morocco there are 38 Ramsar Sites.

## ICCA AIT BOU OULLI

The social community organization of Ait Bou Oulli is currently in the process of registering to obtain the status of ICCA\* with the IUCN\* and become part of the world database on Protected Areas. It is supported in this process by MBLA\* . The richness of the biodiversity of Oued Lakhdar combined with the existence of social and cultural practices of conservation, in several interdependent domains (agriculture, pastoralism, cooperation, ceremonies...), make it eligible for this status.

### List of ICCAs in the province of Azilal

- ICCA Tilouguite
- ICCA Zawiat Ahançal
- ICCA Ait Bouguemez
- ICCA Ait Bou Oulli
- ICCA Ait Abbas
- ICCA Ait Blal
- ICCA Ait Mhamed



*According to the IUCN, ICCAs are natural and/or modified ecosystems, bearing significant biodiversity values, ecological benefits and cultural values, voluntarily conserved by indigenous peoples and local communities, through customary law or any other effective means.*

\*ICCA : Indigenous and Community Conserved Area

\* IUCN : International Union for Conservation of Nature

\* MBLA : Moroccan Biodiversity Livelihoods Association

# Cooperatives



Discover local products  
and crafts

Take advantage of your stay to visit the cooperatives of the valley. You can buy dried fruits, saffron, jams, honey, soap, aromatic and medicinal plants and local craft products.



# Events



## THE BOUJLOUD FESTIVAL

The "Boujloug" festival is a popular tradition that is organized annually after the Eid al-Adha (Festival of Sacrifice) celebration. Local populations gather in large squares in a festive atmosphere filled with local songs, and some people dress up in sheep and goat skins. This tradition fosters a sense of belonging and attachment to the local identity and represents intangible cultural heritage. This tradition is also known as the "Boughanim" festival.



## *Do not miss*

## AIT BLAL MOUSSEM

This annual Fantasia Moussem brings together the tribes of the region, Ait Mhamed, Ait Bouguemez, Ait Abbas. This event is marked by the songs and dances of the regional tribes, and is also a place of commercial and social exchanges between the different tribes. Location Tizi N Oubadou. Date October.



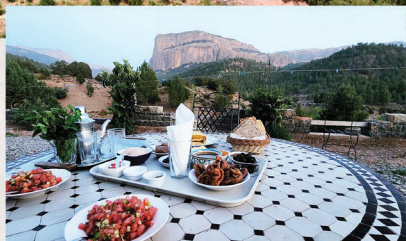
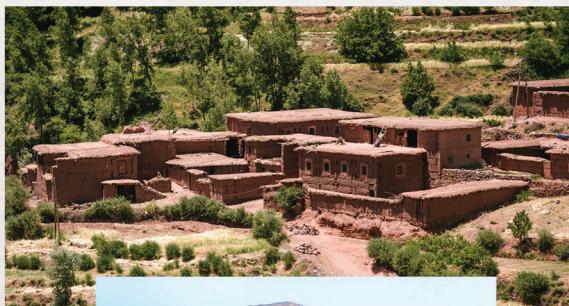
## ACCOMMODATIONS

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Gites

Camping

The Information on accommodation is available on the CRT : [www.visitbenimellal.com](http://www.visitbenimellal.com) and the plateforme Vaolo : [www.vaolo.com](http://www.vaolo.com).



## DINING

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In the tourist accommodation.



## DRINK COFFEE OR TEA

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Small cafes in village centers and in tourist accommodation.



## SOUK

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Location: Ait Bou Oulli

Day of the souk: Saturday

Hours of the souk : 5 am to 6 pm



## GROCERY

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In the center of the village of Ait Bou Oulli you will find grocery stores for the rest to stock up on the day of the souk.



## CLIMATE



Maximum temperature 31° (July August), minimum -4° (December to February).

## ROADS



The majority of the main roads are paved.

## FUEL



Gas stations in Azilal and Demnate. Possibility to buy fuel in cans in Tabant.

## TRANSPORTATION



Public transport between Ait Bou Oulli and Azilal. Count 50 Dhs per person. Duration 2 hours.

## DANGERS AND INCONVENIENCE



Very safe rural communities. In case of heavy rains in the mountains, some small risk of flooding. In winter the road can be cut off by snow for a few hours. Do not go into the mountains without a licensed guide who knows the area.

## PHARMACY AND EMERGENCIES



Pharmacy in Tabant.  
Infirmary in Ait Bou Oulli.  
Nearby hospitals in Azilal and Demnate.

## MONEY



Bank counters in Azilal or Demnate. Most accommodations only accept cash. You can pay by credit card and in euros in some accommodation.

## PHONE AND INTERNET



All telephone operators have a network operating in the valley.

## TOURIST GUIDES



List of approved guides on the CRT : [www.visitbenimellal.com](http://www.visitbenimellal.com). Accommodations can put you in touch with licensed guides.

## LANGUAGES



The predominant language in the region is Tamazight followed by dialectal Arabic. Most accommodation owners and all guides are fluent in at least French and English.

Here are some words in Tamazight to make your stay more pleasant:

Hello  
Thanks

Please  
Good night  
Good morning

Salam  
Tanmert  
Irbi  
Timnsiouin  
Sbahlkhir



## Help us save the M'Goun Geopark

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Let's preserve cultural heritage by supporting authentic experiences.

Let's respect the local culture and support communities by purchasing local products and by participating in solidarity activities.

Let's preserve our biological and ecological heritage.

Water is a limited resource. Let's reduce its consumption by using tap water and shower water wisely and reusing towels in our accommodation facilities.

Let's reduce our energy consumption in terms of air conditioning and electricity in the accommodation facilities.

Let's dispose of our waste in appropriate places to preserve the environment and the beauty of the valley.

THANK YOU FOR CONTRIBUTING TO SUSTAINABLE  
DEVELOPMENT OF OUR M'GOUN GEOPARK!



## M'GOUN UNESCO GEOPARK

The M'Goun UNESCO Geopark is the first Geopark in Morocco, Africa and the Arab world. This protected territory includes a large number of geosites of exceptional interest and many places of high ecological, archaeological, historical and cultural value. There are notably remarkable footprints of sauropod and theropod dinosaurs as well as numerous deposits of dinosaur bones.

Located in the Central High Atlas between Beni Mellal in the north and the crest line of Ighil M'Goun in the south, the M'Goun Geopark covers an area of approximately 5700 km<sup>2</sup> and includes 15 municipalities : Azilal; Demnate Tilouguite Zawiya Ahançal Tabant Ait M'Hamed; Ait Taguella Agoudi N' Lkheir Ait Abbas; Ait Boulli; Ait Blal Sidi Boulkhef Tifni Anergui and Boutferda.

Contact: M'Goun Geopark Association, Azilal Morocco. [www.geoparc-mgoun.ma](http://www.geoparc-mgoun.ma)



# The M'Goun Geopark authentic experiences

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Design Création Bleu



Conseil Régional  
du Tourisme  
Beni Mellal Khénifra



African  
UNESCO Global  
Geopark Network

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