

KASBAH TAMADOT

SIR RICHARD BRANSON'S MOROCCAN RETREAT

NEW GENERAL MANAGEMENT TEAM JOIN KASBAH TAMADOT

8 August, 2008. Virgin Limited Edition has appointed Kenton and Leesa Jones as new General Managers of Kasbah Tamadot, Sir Richard Branson's Moroccan retreat in the Atlas Mountains. The husband and wife management team arrive at Kasbah Tamadot, having spent the last five years at its sister property on Necker Island.

As General Managers, Kenton and Leesa will be responsible for the day to day management of Kasbah Tamadot, a magical walled building and divine hideaway less than an hour from Marrakech. With 18 individually designed rooms and suites and with most staff employed from the nearby Berber villages, the hotel has a real feeling of staying in a Moroccan home rather than hotel. The new General Managers will also be responsible for the imminent roll-out of Kasbah Tamadot's six new luxurious Berber Tented suites, available from 30th September 2008, increasing the number of rooms and suites at Kasbah Tamadot to 24.

This is the couple's first General Management appointment, but both bring a wealth of knowledge with them from their time on Necker Island, where Kenton held the positions of Activities Director and Operations Manager and Leesa as Spa Director and Front of House Manager.

Jon Brown, Managing Director of Virgin Limited Edition commented: "We are delighted Kenton and Leesa have agreed take on the management of Kasbah Tamadot. It is an incredible place and about to get even more special with the addition of our new luxury Berber Tented suites. We are confident that they both have the passion, enthusiasm and understanding of the Virgin Limited Edition philosophy to ensure its success going forward."

Virgin Limited Edition is a portfolio of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean's British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco, and The Lodge, Verbier. For bookings of more details: call 0800 716 919 or visit www.virginlimitededition.com.

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