



Point101 Holidays introduces contemporary photography breaks to Marrakech

Building on its successful programme of inspiring photography holidays to Abruzzo in Italy, Point 101 Holidays is delighted to announce an expansion to its range with the introduction of a brand new destination for 2008 – Marrakech.

Commencing in May 2008, the holidays will reinforce Point101's ethos of providing a fresh spin on artistic activity breaks. The eight-night holidays offer expert tuition for photographers of every level, from complete beginner to established artist, as well as the chance to explore some of the most magical elements of Marrakech. The holidays have also been designed to provide an authentic experience of all that the ancient city has to offer – from snake charmers and acrobats to street markets and mosques as well as an afternoon at a traditional Hammam. In addition, guests can expect a genuinely luxurious experience, staying in the most glamorous and exciting locations whilst being pampered by experienced guides and tutors.

Commenting on the new trips, James Lockett of Point101 says "Our holidays to Abruzzo have been a storming success, proving popular with photographers of all ages who were seeking something different to the traditional package or old-fashioned art holiday. It was a natural step to expand our range of destinations and we're really excited about the introduction of Marrakech as it really cements our aim to change the face of artistic tourism."

Reflecting the company's belief in making art an accessible and enjoyable experience, the artists and photographers chosen as tutors on the holidays bring both a vibrancy and youthful feel to the experience. All tutors have extensive teaching experience and qualifications, having worked with a wide range of pupils from secondary school to adult education.

Marrakech provides the perfect setting for an unforgettable creative experience. Set against the backdrop of the magnificent Atlas Mountains, this location will excite the senses and give the traveller the opportunity to learn more about photography whilst creating beautiful and vibrant images. From the labyrinth of tiny alleyways in the medieval medina, to the crumbling mountain Kasbahs, visitors will be encouraged to develop their own unique vision of Morocco. There are excursions to the tranquil

Yves Saint Laurent Gardens, the Koutoubia Mosque and Minaret, the Ali Ben Youssef Medersa (Madrasa) medieval Islamic college and El Badi Palace, as well as two days in the breathtaking Atlas Mountains.

On top of providing the opportunity to take incredible pictures around the world, Point101 Holidays teach guests the necessary skills to get the most out of their digital SLR and to become a more confident photographer. Important aspects such as composition, exposure, perspective, subject matter and lighting are all covered and, by prior arrangement, guests can even hire camera equipment if they don't have their own.

Point101 Holidays will run photography trips to Marrakech on 10-18 May 2008 and 1-9 November 2008. Places cost £1200 per person, which includes all expert tuition, luxury accommodation, excursions, local guides and most meals and drinks (excludes flights). Each holiday consists of around 12 people. To book a holiday, simply visit www.point101.com/holidays where you can also access full itineraries, or call 020 7241 1113.

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Notes to editors:

Flights:

Flights are not included as the destination is serviced by low cost airlines and prices fluctuate dramatically depending on when the seats are booked. Guests can therefore source their own flights or ask Point101 Holidays to assist with this at the time of booking the holiday.

Singles:

The holidays are incredibly popular with single travellers as there is NO single person supplement.

For further information:

For more press information, itineraries, access to case studies and high resolution photography, please contact Lesley Singleton at LS Media on 01234 752 663 / 07926 160 389 or email Lesley@lsmedia.co.uk.