

Travel Writing Workshop in Morocco led by Paul Gogarty



Prepared for Steppes Travel Clients
27 September 2010 to 3 October 2010

INTRODUCTION

This 7 day workshop explores the necessary skills required to write a travel story to grab both an Editor and a Reader. Under the expert guidance of Paul Gogarty you will discover the essential skills on note taking in the field, creating a hook or theme and how to write an exciting and dynamic piece of work. Paul will also give you insider knowledge on how to go about getting your travel writing published and how to get started in the business. Throughout the week you will work on a full feature of your journey and present it to the group on your final evening in Morocco.

Morocco offers an exciting and exotic destination to explore and develop your travel writing skills. The trip combines the hustle and bustle of busy Marrakech with the tranquillity and beauty of the Atlas Mountains. While instruction and skill development is the focus, there will also be time off to explore these fascinating regions. The workshop is open to all levels and abilities, so whether you are an experienced writer or just starting out, the aim of this tour is to develop your own skills.

TOUR LEADER BIOGRAPHY



Paul Gogarty was Chief Travel Writer at the Daily Telegraph for more than a decade, as well as a regular presenter on BBC1's Holiday programme. He has written for virtually all the national newspapers and a wide range of magazines and served as travel editor on a variety of titles. He is the author of the award-winning *Water Road* and *Coast Road* and his latest book, *Winning At All Costs - Sporting Gods and their Demons* (published Nov 09 by JR Books), written with Harley Street analyst Ian Williamson, investigates the psychological electricity of the world's greatest sports stars. He also lectures in travel writing at the London School of Journalism in Maida Vale, London.

QUICK REFERENCE ITINERARY

27/09/2010	Arrive Marrakech
28/09/2010	Marrakech
29/09/2010	Marrakech
30/09/2010	Marrakech/Atlas Mountains
01/10/2010	Atlas Mountains
02/10/2010	Atlas Mountains
03/10/2010	Atlas Mountains/Depart Marrakech

YOUR FLIGHT SCHEDULE

Royal Air Maroc flies to Marrakech from Gatwick and Heathrow. Other budget airlines also fly to Marrakech from different airports across the UK. Steppes Travel can book Royal Air Maroc flights for you if requested. However if you are considering travelling on a budget airline you are advised to book these independently and join the group from Marrakech.

Please enquire for further details.

DETAILED TRIP ITINERARY

Monday 27 September



Arrive Marrakech

The group arrives in Marrakech. You will be met and driven into Marrakech Medina, a 30 minute transfer. On arrival, check into Riad Noga.

Riad Noga

Created from joining 2 riads this hotel offers simple accommodation with a traditional and relaxed feel. Decorated in an imaginative mix of traditional and modern Moroccan craft, and all rooms feature original art. Cosy seating on the verdant roof terrace provides the perfect place to enjoy panoramic views over the sprawling "medina" of Marrakech and the Atlas Mountains. There is also a green tiled swimming pool and a dining room with fireplace for the chilly evenings.



The group meet up this evening for dinner at the riad and an introductory presentation from Paul Gogarty. Dinner is payable locally.

Overnight at Riad Noga on a half board basis (Breakfast, Lunch and morning and afternoon tea).

Tuesday 28 September



Marrakech

After breakfast you will have a seminar on "Introductions" - the introduction to a travel story has got to grab the editor and reader. You will discuss several devices to achieve this aim and then put them into practice during the day's excursion.

This evening you will have a seminar on "Note Taking in the Field". You will look into the essential ingredients needed to collect notes whilst in the field for compiling content for your article.

Dinner at the riad or out at a local restaurant. Payable locally.

Overnight at Riad Noga on a half board basis (Breakfast, Lunch and morning and afternoon tea).

Wednesday 29 September



Marrakech

This morning you will work on your own introduction copy and will discuss this as a group.

The afternoon may be spent at your leisure or exploring Marrakech Medina.

Early this evening, you meet again to discuss "Getting started in the business". Paul will provide the inside knowledge on how to go about getting your travel writing published.

Dinner at the riad or at a local restaurant. Payable locally.

Overnight at Riad Noga on a half board basis (Breakfast, Lunch and morning and afternoon tea).

Thursday 30 September



Marrakech/Atlas Mountains

After breakfast you have a short seminar to go through your notes and overview what you have achieved so far. Paul will have one to one sessions to explore how to structure the material you have collected.

After lunch you are met and transferred to The Ourika Valley in the Atlas Mountains, a 1 hour drive by minibus.

Early this evening you will undertake exercises that will help to add mood, tone and pace to your writing and then you will have a general discussion on the results.

Dinner at the Kasbah this evening. (Included).



Bab Ourika perches majestically on a hilltop at the apex of the Ourika Valley, guarding the gateway to the snow-capped Atlas Mountains and is only 35 minutes from Marrakech's International airport. With 360 degree panoramic views, this innovative new hotel receives warm sunlight all day, ending in spectacular sunsets. From its unique eyrie-like position it offers a birds eye view of the Atlas, of traditional Berber villages and of the lush river valley below. The Kasbah is one of the most eco-friendly hotels in Morocco; constructed principally from rammed earth, the traditional Berber building technique, making it blend into the landscape. Thick walls provide such good insulation that air-conditioning is unnecessary. Solar panels provide hot water for the hotel and the underfloor heating. Guests can relax in individually decorated rooms with their own terraces or unwind by the secluded swimming pool. Meals are served in the gardens or in the colonnaded restaurant and can be taken privately in your room. The restaurant serves food that is freshly supplied daily from the surrounding villages. The chef specialises in traditional Berber recipes as well as international cuisine. Those curious to see more of Morocco can visit the large Monday Berber market at the nearby town of Tnine Ourika or call at some of the farms that grow herbs and flowers in the valley for the perfumiers and herbalists who sell a wide variety of exotic perfumes in the Medina. For the energetic there is also hiking, trekking and riding from the Kasbah or skiing nearby in the Atlas mountains. The Kasbah Bab Ourika provides opportunities for many different kinds of holiday in an exceptionally beautiful part of the Atlas mountains.



Overnight at Kasbah Bab Ourika on a half board basis. (Breakfast and Dinner).

Friday 1 October



Atlas Mountains

This morning you will begin with a seminar on pitching ideas and planning full features. You will participate in a brainstorming session of travel ideas to understand further what readers and travel editors require and look for.

You will be taken out on a short excursion into the surrounding Atlas Mountains. Visit local Berber villages and markets.

Early this evening you will look at sample extracts from established travel writers and discuss the strengths.

Dinner at the Kasbah. (Included).

Overnight at Kasbah Bab Ourika on a half board basis. (Breakfast and Dinner).

Saturday 2 October

Atlas Mountains

Today will be spent working on your full feature and a presentation of this in the early evening to the rest of the group.

Farewell dinner at the Kasbah (included).

Sunday 3 October

Atlas Mountains/Depart Marrakech

Transfer to Marrakech Airport today and depart.

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TRIP PRICE

Estimated cost: £1,850 per person on the basis of maximum 8 people travelling together plus your Tour Leader Paul Gogarty. This is on a single room basis.

Twin room price applicable on request.

If we do not reach required numbers then the overall cost of the trip will have to be revised and you will be given the opportunity to cancel or pay a supplement in order to run the trip with lower numbers.

Includes: Accommodation in a single room with half board throughout, airport transfers and transportation by private car, private tuition by Paul Gogarty, excursions and field trips as specified during the course.

Excludes: International flights, items of a personal nature, additional meals, travel insurance, tips

To bring : Please bring writing materials such as an A4 writing pad and smaller pocket pads, pencils, erasers.

Recommended reading before you go: TRAVEL WRITING(How to guide) by DON GEORGE (published by LONELY PLANET).

Review a cross section of quality newspapers weekend coverage.

2009 British Guild of Travel Writers Yearbook.

Optional Extras

Here are some suggestions of ways to enhance your holiday.

- Upgrade your flight from economy to premium economy or business class
- Upgrade your hotel room
- Organise a personal shopper or expert guide to show you around
- Organise a special celebration meal or unique activity or excursion
- Pre-book valet, airport parking, airport hotels and airport lounges.

If you wish to upgrade or pre-book any of the above options then please do contact us.

YOUR CONSULTANT

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Following a childhood in Nepal and extensive travel throughout India, Bhutan and other Himalayan regions, Charlotte primarily specialises in creating tailor-made itineraries to the Indian subcontinent. Her passion about these regions is infectious and she returns regularly to keep her knowledge fresh and current. She has also visited Morocco on a number of occasions and most recently returned from Libya.

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