



The Creative Escapes Travel Philosophy

The 'been there done that' statement is the antithesis of the Creative Escapes travel philosophy which is to savour the moment in order to experience the atmosphere and the mood of the destination.

The disadvantage of modern mass tourism is epitomised by the 1969 film directed by Mel Stuart, "If it's Tuesday, this must be Belgium" which depicts travellers rushing from one landmark to another during a whirlwind European tour.

The travel tendency today is to tick off counties and places like a supermarket shopper, or 'crazy birder' racing from country to country ticking birds, rather than to slow down and experience the ambiance, culture and nuances of each new country visited.

The rushed rather than relaxed inclination, converts travel into a commodity and makes it virtually impossible for ardent photographers and fellow travellers to savour cultures and people of a new destination or to derive insightful and creative moments.

For economic reasons group tours are a product of the modern era and are usually based on quantity rather than quality. This trophy hunting travel

mentality is frequently stressful and not conducive to relaxed enjoyment or pleasant memories.

To derive the most from travel, tours should be structured to allow a flexible relaxed pace. Selected highlights should be suggested and viewed at the appropriate times and ideally, a destination should be visited more than once.

Dedicated photographers should visit a memorable scene at different times of the day, and when possible at different seasons of the year. This of course will allow the interested partner more benefits from varied creative experiences.

The selection of a tour should be based on a thorough evaluation of the tour group or company chosen to determine their credentials, experience, knowledge and their ability to provide expert, personalised attention. It is a good idea to seek recommendations and references from previous participants in an attempt to make the correct choice.

Cost is frequently a determining factor and this should be compared with equivalent tours and related to the service, expertise and professional advice provided. Seldom in these times is the cheapest the best.

Years ago photographic tours were few

and far between. Now more and more entrepreneurs are forming companies to 'take people photographing' sometimes with little or no experience of the place they visit or of the local surroundings.

David and Anne-Marie make a point of visiting new venues and locations to ensure unusual photographic and cultural interactions as well as comfortable accommodation.

This commitment to excellence and dedication to the client is illustrated by the fact that they have many return clients who also acknowledge the importance of excellent service, fascinating destinations and continued unusual additions to the Creative Escapes itineraries.

Booking Details & Information

As excursions are extremely popular, early booking is advised to avoid disappointment. It is the responsibility of each participant to arrange transport to local venues. For further information and bookings contact Anne-Marie Moore on:
Tel: +27 [0]118802056 or +27 [0]832665821 Fax: 0865516017

Email: dmoore@iafrica.com
Website: www.creative-escapes.co.za

