



# Wilderness Scotland

No.1 for adventure travel

# Rachael Gavan

ADVENTURE TRAVEL IN HIDDEN PLACES:  
STORIES FROM THE SCOTTISH HIGHLANDS

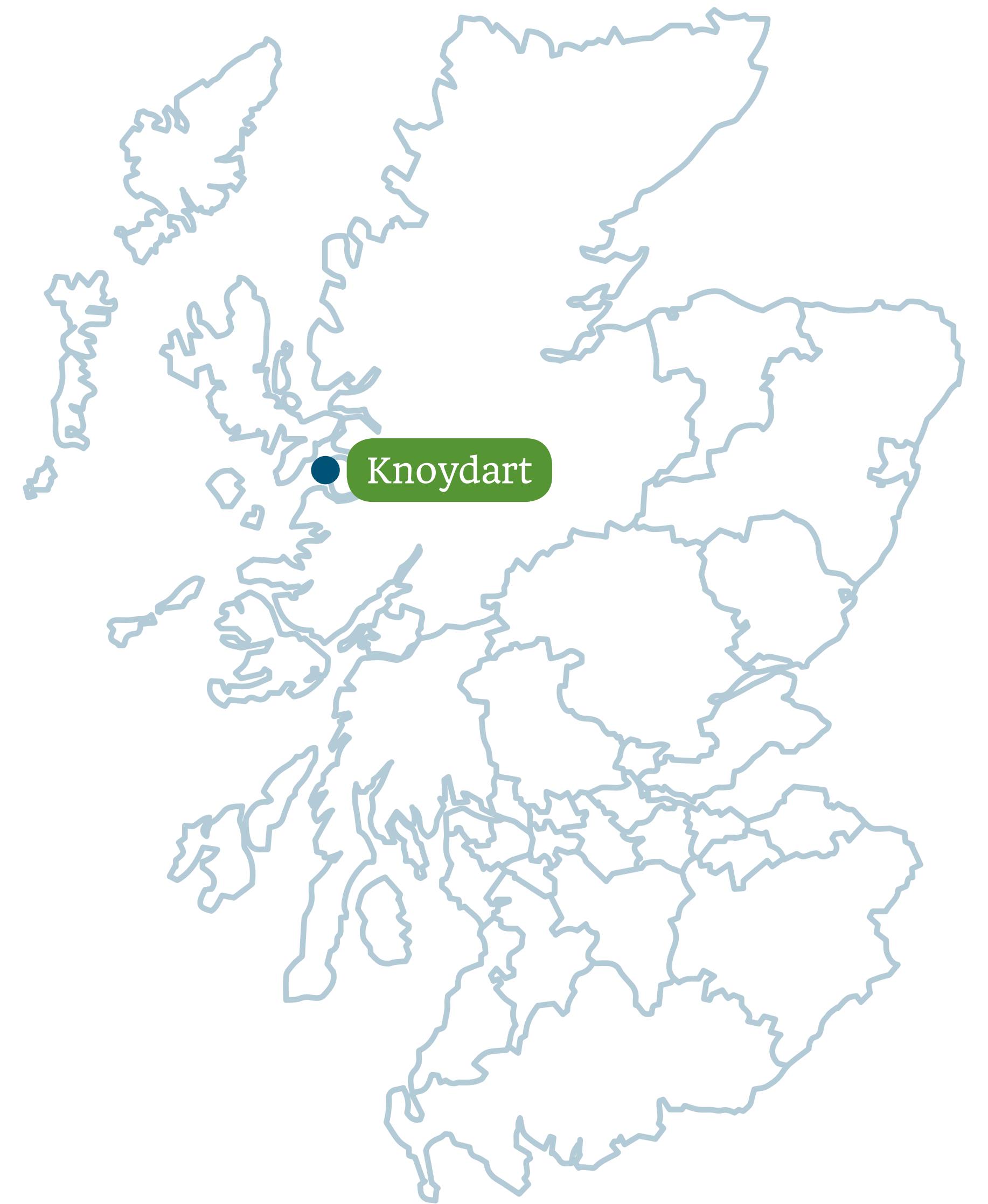




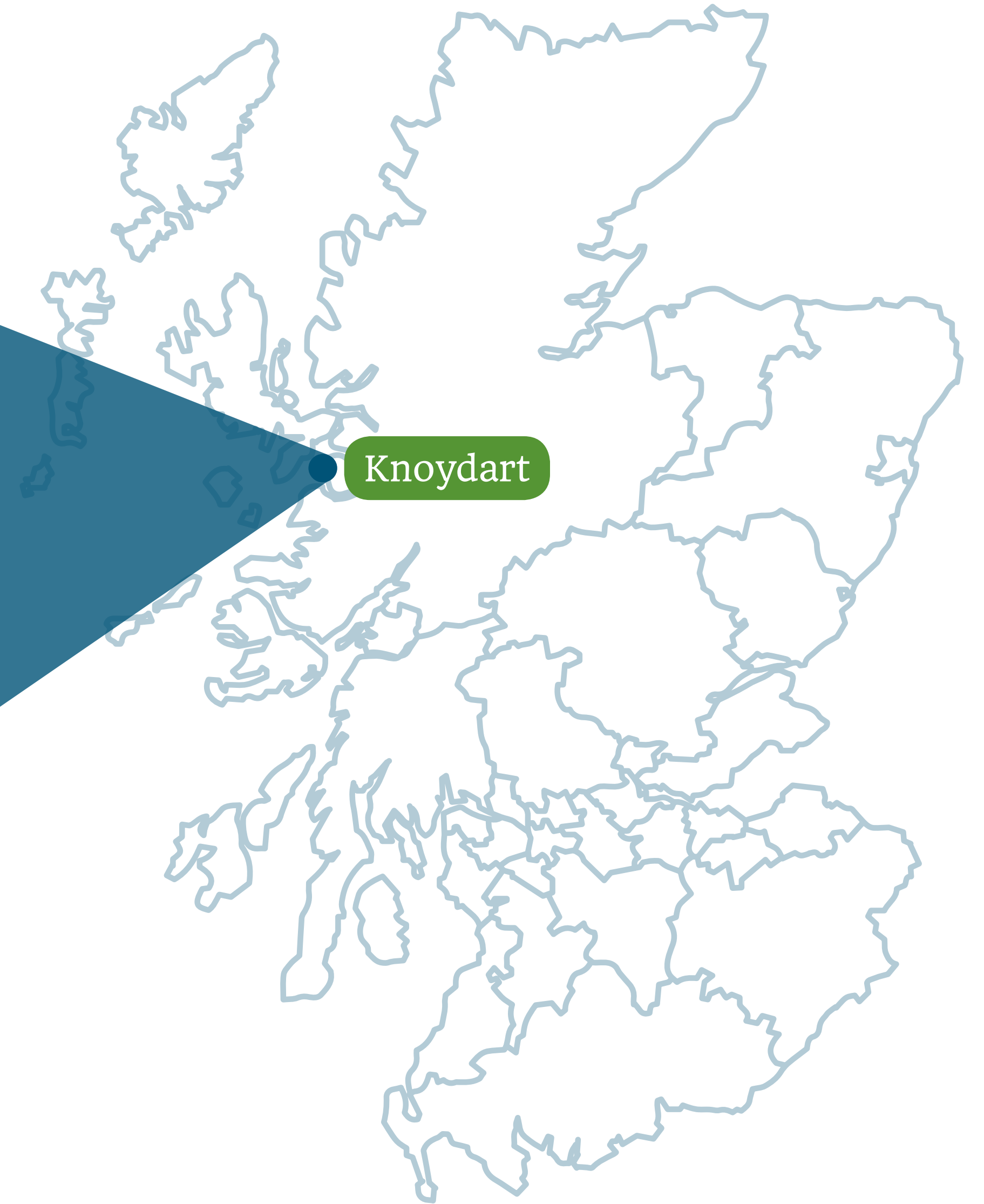
Founded  
in 2001



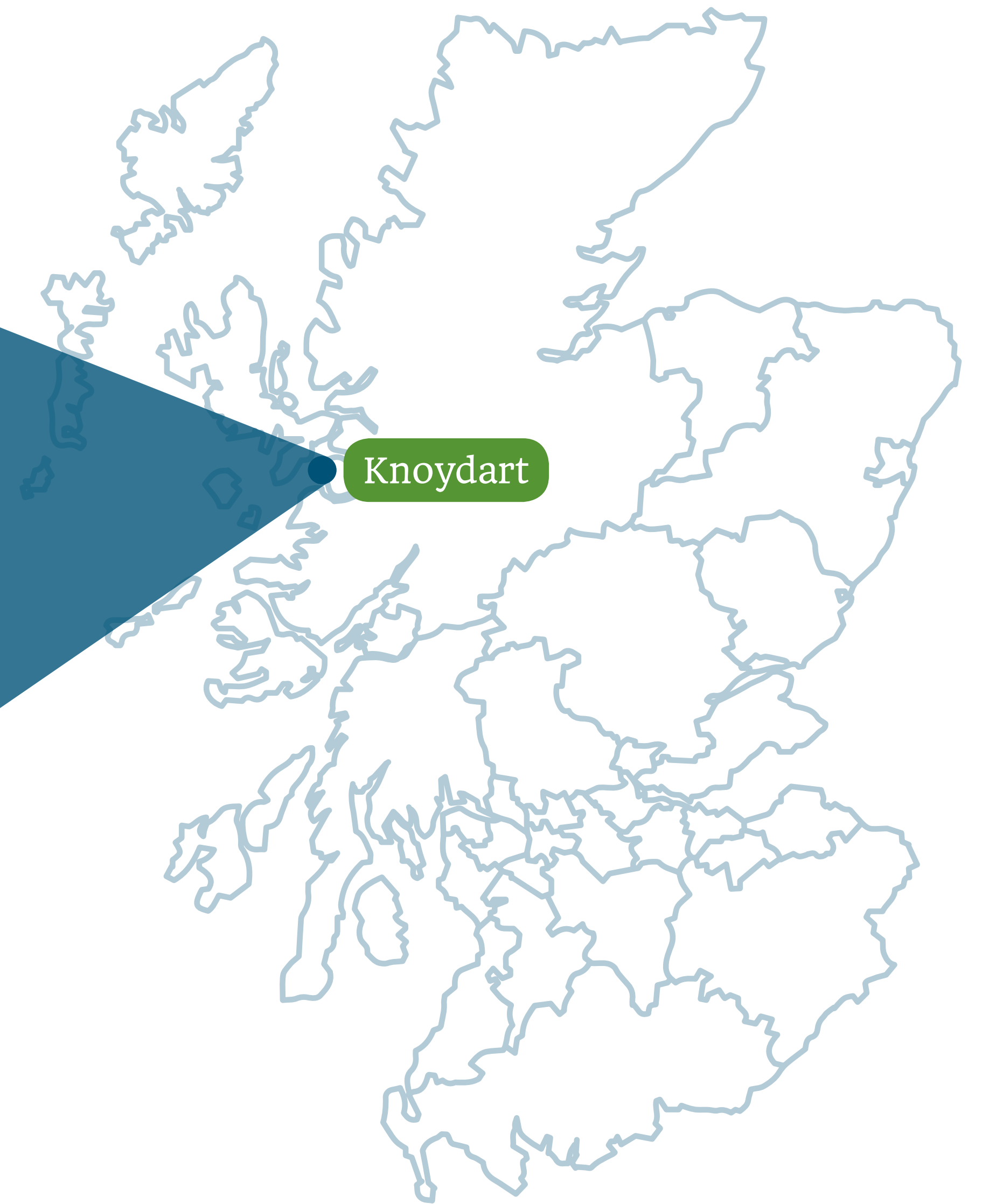
Founded  
in 2001



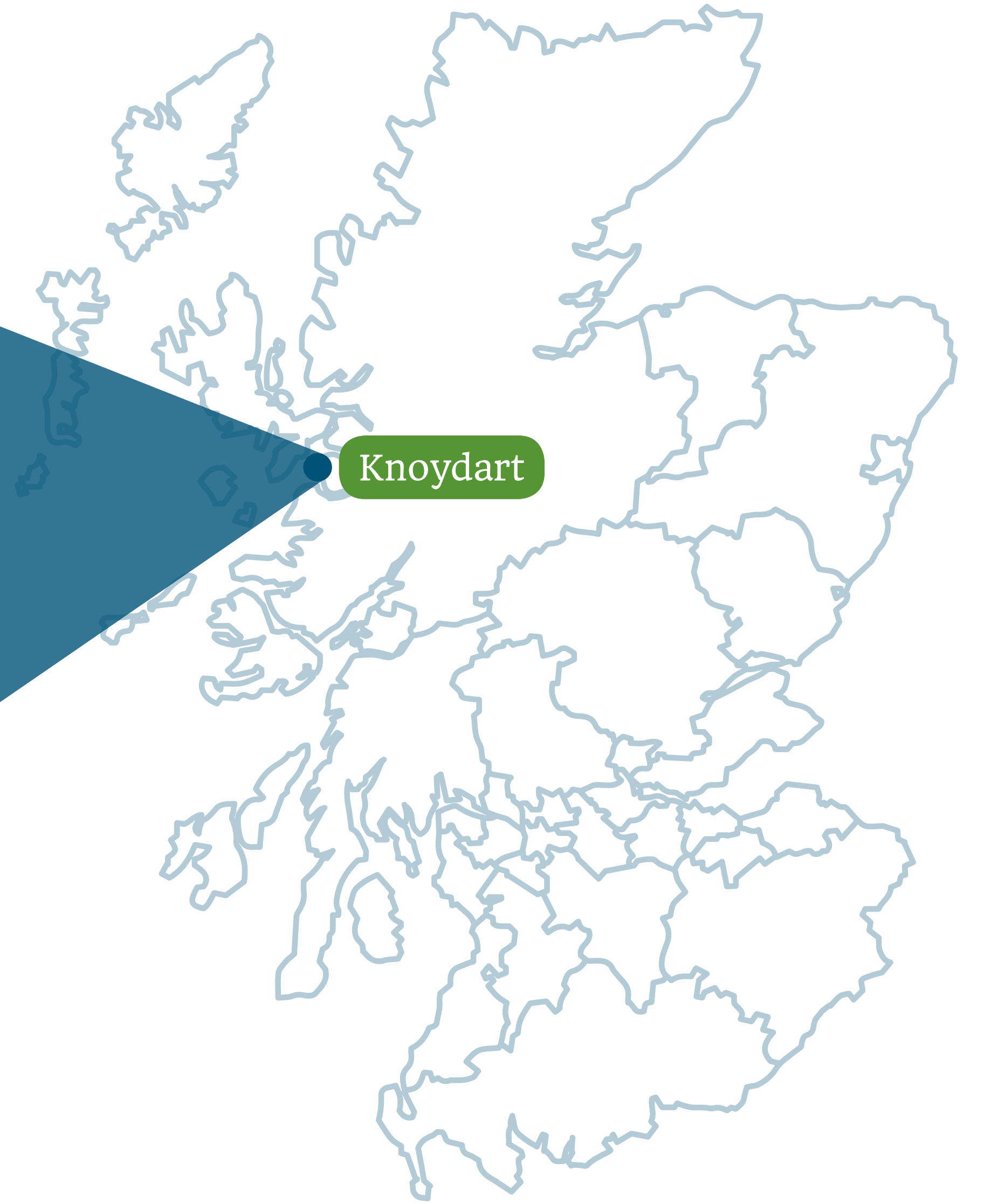




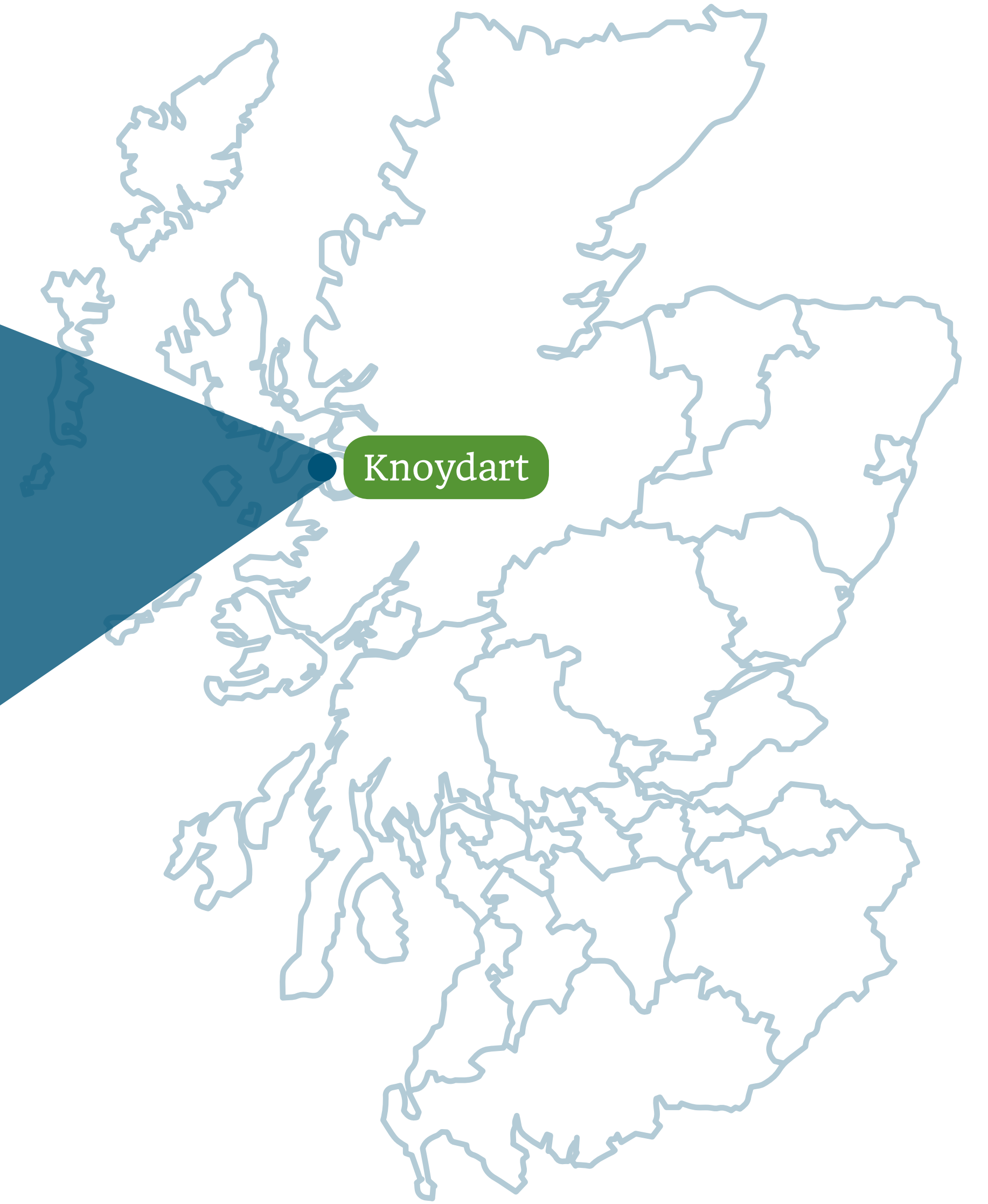












2011 we moved  
to the Highlands



2011 we moved  
to the Highlands





2011 we moved  
to the Highlands













# 2014

  
Wilderness Ireland

  
The  
Wilderness Collective











# 2016





# 2016

**161** scheduled departures





# 2016

**161** scheduled departures

**103** agent trips





# 2016

**161** scheduled departures

**103** agent trips

**139** private departures and custom trips





# 2016

**161** scheduled departures

**103** agent trips

**139** private departures and custom trips

**1900** people travelling with us in total





# 2016

**161** scheduled departures

**103** agent trips

**139** private departures and custom trips

**1900** people travelling with us in total

# 2017





# 2016

**161** scheduled departures

**103** agent trips

**139** private departures and custom trips

**1900** people travelling with us in total

# 2017

**1064** people already  
booked to travel with us





# About Me





# About Me

- Aberdeen University – English and Scottish literature





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- Aberdeen University – English and Scottish literature
- Ski instructing in Canada and NZ





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# About Me

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- Ski instructing in Canada and NZ
- Started at Wilderness in 2013
- Adventure Consultant
- 2016 Highland Tourism Award rising star















**FREEEDOM!!!**











# Create a different experience





# Create a different experience





# Meet the locals





# Be authentic





Create  
something  
iconic









*Make it easy*













# Expectation





Reality





# Expectation





Reality





# Expectation





# Reality









# Building trust





# Building trust

- Reviews





# Building trust

- Reviews – 2106 reviews on our website with an average score of 4.8 out of 5





# Building trust

- Reviews – 2106 reviews on our website with an average score of 4.8 out of 5
- Outstanding customer service





# Building trust

- Reviews – 2106 reviews on our website with an average score of 4.8 out of 5
- Outstanding customer service
- Creating relationships





# Building trust

- Reviews – 2106 reviews on our website with an average score of 4.8 out of 5
- Outstanding customer service
- Creating relationships
- Unique Selling Points





# Building trust

- Reviews – 2106 reviews on our website with an average score of 4.8 out of 5
- Outstanding customer service
- Creating relationships
- Unique Selling Points
- Great content





# Building trust

- Reviews – 2106 reviews on our website with an average score of 4.8 out of 5
- Outstanding customer service
- Creating relationships
- Unique Selling Points
- Great content
- Passionate staff





# Looking to the future

















# Inspirational



# Inspirational Professional



# Inspirational Professional Sustainable



Inspirational  
Professional  
Sustainable  
Innovative



Inspirational ✓  
Professional  
Sustainable  
Innovative



Inspirational ✓  
Professional ✓  
Sustainable  
Innovative



Inspirational ✓  
Professional ✓  
Sustainable ✓  
Innovative







# Transformative travel

**transformative** *adjective*

/træns'fɔː.mə.tɪv/ /-'fɔːr.mə.tɪv/ also transformational, /,træns.fə'meɪ.jən.əl/ /-fə-/

“causing a major change to something or someone, especially in a way that makes it or them better”



# Make memories









Thanks very much for listening.

Dovidjenja!

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