

A Guide to Working Together



Wilderness Group

Private travel experiences

Our private travel service is for trip designers and specialist agents who want to offer custom adventure travel experiences in the UK & Ireland to their clients – whether they're solo travellers, families, couples or groups of friends.

We design and deliver inspiring adventure travel itineraries across Scotland, Ireland, England and Wales with a focus on guided soft adventure weaved together with rich cultural experiences. Each itinerary is carefully designed to meet the specific needs of your discerning clients.



To get a snap-shot of our awe-inspiring adventures [watch our video](#)



Experience the UK & Ireland from the inside out

Wilderness Group

We know our part of the world can be confusing and we have our ancient history of conflicts and treaties to thank for that. But it's also what makes this part of the world so beguiling – every town, region, and island has its own way of doing things. We want your clients to connect with the landscape that influences our culture.

Imagine feeling your thighs burn as you hike up that hill until you reach your reward of expansive vistas. Think of the cattle drovers for whom this hill meant life or death. Listen captivated as your guide brings characters from our history to life. Feel the connection to this wild and wonderful place.

We design our itineraries to be active and nature-led so your clients can experience the richness, diversity and depth of culture across the UK and Ireland, and be immersed in our countries from the inside out.



[Speak to us](#) about your clients' needs



Four reasons you should work with us



1 Exclusive Experiences

- Niche is our specialty: whether it's hiking to a whisky distillery, cycling from castle to castle, lunch in a remote bothy or pulling off a flawless multigenerational family reunion, we make it happen for your clients.
- Custom fully guided, end-to-end experiences: clients typically travel with the same guide from start to finish, creating a greater connection and a seamless flow to the trip.
- We also offer over 300 commissionable scheduled departures that are perfect for solo travellers, those on a budget or enjoy small-group travel.

2 Destination Expertise

- Our adventure consultants have over 200 years collective experience designing active and nature-based cultural travel across Scotland, England and Ireland.
- We're big enough to ensure your clients get exactly the experience they want, yet small enough to offer a very responsive personal touch.
- We connect our destination experience with the great outdoors – focusing on guided hiking, biking and paddle sports activities.

[Learn More](#)

3 Inspiring Sales & Marketing Content

- Our in-house marketing team and comprehensive database of photographs, videos, and marketing content reflects our newest experiences.
- We'll work with you to create fresh and inspiring content so you'll never be stuck for high-quality ways to promote the UK & Ireland to your clients.
- Our trade partner support also extends to arranging dedicated sales training webinars, three-way client calls, joint promotions and even in-country visits and client evenings.

[Learn More](#)

4 Sustainable Approach

- At the core of our values is a deep respect for the wild places we work in because as natives of these regions, we really love and care about our wild lands.
- Twice named the Best Green Tour Operator in the World Travel Awards.

[Learn More](#)



Three reasons your clients should travel with us

1 First-class Guides

Our guide training program underpins our guiding ethos and, beyond the technical prerequisites, has a focus on storytelling, interpretation and interaction.

By delivering in-house, we retain the integrity and quality of our offering throughout your client's experience with our own vehicles, guides, and equipment.

Our guides are on the frontline for an average of 100 days each year so their skills, knowledge and experience are vast. Many of our senior guides have 20+ years experience of working in the outdoors.

We have countless client reviews that praise our guides by name and over 90% of our clients rate their guide as excellent.



[Find out more](#) about the art of guiding



Three reasons your clients should travel with us

2 Luxury Accommodation & Fine Local Cuisine

Our close working relationships with a network of preferred supplier partners means we have genuine control over the quality and consistency of the client experience. We visit all the places we send guests and know them well.

We offer interesting, impressive and undiscovered places to stay such as private castles, wilderness lodges, country house hotels and the best cosy family-run inns. We can even take your clients camping under the stars or charter a private yacht.

We work hard to bring our guests the best regional cuisine – guests can dine in award-winning small bistros and remote Michelin starred restaurants – all served with a side of British or Irish charm.

3 Insider Experiences

All our guided outdoor activities are complemented by rich cultural experiences. Indeed our relationships with local experts cultivated over the past two decades in the UK and Ireland afford us a comprehensive portfolio of exclusive offerings under countless themes – whether your clients have an interest in clans, folklore, whisky, music, cuisine or wildlife. Whatever you include we can guarantee the experience won't be average.



[Insider Scotland](#)
[Find out more](#)



[Insider Ireland](#)
[Find out more](#)

Get in touch now to start planning your clients bespoke adventure

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EMOTIONS
Travel Community

