

STEVIE CHRISTIE

HEAD OF ADVENTURE



Wilderness Scotland
No.1 for adventure travel

INSPIRING ADVENTURES

OUR STORY

- ADVENTURE TRAVEL IN SCOTLAND SINCE 2000
- OUTBOUND TO INBOUND
- RELOCATED TO AVIEMORE IN 2011
- WILDERNESS IRELAND - LAUNCHED 2013
- SETTING THE STANDARD FOR ADVENTURE TRAVEL, WORLDWIDE
- 20 STAFF IN OFFICE + 20 FTE GUIDES


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INSPIRING ADVENTURES

MOVING NORTH

- NEEDED TO BE CLOSER TO THE ACTION
- WANTED INSPIRING LOCATION
- SEVERAL OPTIONS IN HIGHLANDS
- SWOT ANALYSIS FAVOURED CAIRNGORMS


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STRENGTHS

Close to Inverness
Great potential staff pool
Good weather (v Fort William!)
Old Bridge Inn!

WEAKNESS

Smaller staff pool than INV / EDI
Slow broadband speeds
Lack of affordable housing

OPPORTUNITIES

Located in National Park
Staff retention

THREATS

Slow broadband speeds
Disconnect from central belt

INSPIRING ADVENTURES

POSITIVES

- PASSIONATE & COMMITTED TEAM
- INSPIRING LOCATION
- BETTER LOCAL PARTNERSHIPS

CHALLENGES

- DIGITAL - BIGGEST ASSET, GREATEST CHALLENGE
- HOTELS - NOT ENOUGH FOR CLIENTS
- HOUSING FOR TEAM


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INSPIRING ADVENTURES

NATIONAL PARKS

- THE NATIONAL PARK BRAND
- 100 YEAR CENTENARY IN THE U.S.A.
- WORK TOGETHER TO GAIN VALUE FROM THE NATIONAL PARK BRAND


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