

EMOTIONAL DRIVERS OF A HOLIDAY

ESCAPISM

getting away from the everyday

REST & RELAXATION

wellbeing, time-out, recovery

SATISFACTION

sense of achievement in taking part

APPRECIATION

experiencing a different culture, food, way of life, community

CONNECTION

with locals, self, friends & relatives

INCORPORATES

Outdoors
Nature & Wildlife
Landscapes
Driving Routes

Retreats
Spas
Soft Adventure

Adventure
Touring
Bucket List

Food & Drink
Events
Agritourism
History & Heritage
Stories – Myths & Legends
Film & Stage
Cities

Ancestry
Learning /Self Discovery
Giving Back
Sustainability

EXPERIENCES

Explore National Parks | Geoparks | Scenic Driving Routes | Island Hopping
Standing Stones | Star Gazing | Northern Lights | Coasts & Waters
Bird Watching | Nature Reserves | Wildlife Attractions | Natural Wonders
Getting off the Beaten Track | Treating Yourself

Urban Retreats | Wild Swimming | Yoga Retreats | Forests & Woodlands
Exclusive Use Properties | Castle Spas | Tai Chi | Beaches | Forest Bathing

Mountain Biking | Climbing | Surfing | Kayaking | Cycling | Diving
Adrenaline Sports | Munro Bagging | Mountaineering | Playing Golf
Skiing & Snowboarding | Off Road Driving | Driving Routes
Rail & Bus Scenic Routes | National Walking Routes

Scotland Must Sees

Playing a Championship Course | Staying in a Castle | Sipping a Dram
Meeting a Highland Cow | Eating Haggis | Seeing Ben Nevis

Whisky & Gin Distilleries Tour | Make Your Own Gin
Bottle Your Own Whisky | Foraging | Farm Stays | Local Produce | Festivals
Film & TV Locations | Castles | Loch Ness | Textiles | Museums & Galleries
Abbeys | City Food Trail Experiences | Street Art Mural Tours

Highland Games | Ceilidhs & Bagpipes | Clans | Trad Music
Walking in the Steps of Your Ancestors | Meet the Laird
Make Your Own Tartan | Champing | Street Food | Farmers Markets