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A unique journey of discovery

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SEASONAL SAFARIS

SPECIAL INTEREST SAFARIS

CYCLING SAFARIS

BOOK NOW

Duration: from 2 hours
 Departure Times: 0930 & 1115
 Costs: £17.50 per person (min. 2). Bike hire is an additional £20 per bike

Gift Vouchers

Excellent year round gift ideas.

BUY ONLINE

FREE when you book a Safari

Book a safari and receive your **Safari Pass**, a booklet of discount vouchers worth £20

Ideal for:

- Families looking for a biking adventure
- Suitable for all ages
- On or off road adventures
- Cycle routes for all abilities
- Effortless Hill Top starts!

What's included:

- Bike trailer for up to 12 bikes
- Route maps and advice
- Bike Hire option
- Bike repair kits, pump and washing facility
- Bike Stands

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WHY US?

- EVENT MANAGEMENT
- TEAM ACTIVITIES
- CORP **Team Activities** **FIVE DAYS**

INCENTIVE AND CORPORATE DAYS

Tailor Made VIP Experiences Within our Beautiful and Exclusive Highland Perthshire Estates!

MAKE AN ENQUIRY

Have a question? [Fill in our form](#) and we'll get back to you

NEWSLETTER

Sign up to our newsletter and receive our latest news

Your email

Submit

Inspire and delight your incentive or corporate group with a unique blend of stimulating events and activities which take place in 250,000 acres of our exclusive **Highland Perthshire Estates** where the lowlands meet the Highlands. Our five star bespoke hospitality and event management service include a distinctive range of incentive and corporate products which can be tailored to your specific requirements.

With easy access from Edinburgh or Glasgow transfers can be arranged from both cities and local areas including Gleneagles.

Highland Safaris describes itself as Scotland's Premier Land Rover Safari and Event Management Company. Operating in Highland Perthshire, they have developed a range of innovative activities that enable both large and small groups to engage with the spectacular landscape and experience Scottish culture. The business welcomes individual visitors as well as catering for private parties and celebrations (adult and child), school groups and the corporate market. Highland Safaris has been awarded various accolades, including Most Enjoyable Visitor Attraction and have been finalists in the VisitScotland Thistle Awards twice.

For the leisure visitor, Highland Safaris' core product is its Land Rover Safaris, from 1½ to 4 hours in duration; exploring the countryside in an off-road vehicle (with the option of a trek on foot as well) on a tour that can encompass a variety of themes such as geology,



wildlife, history, seasonal safaris and special interest safaris (e.g. photography). Prices range from £20 to £60 for adults and £12.50 to £45 for children, with group discounts and private charters also available. A Safari Ranger accompanies the group as a driver and guide; fact sheets and ID sheets are provided in adult and child versions and varying levels of refreshments are supplied, depending on the length of the trip.

In addition to Land Rover safaris, the company has found a way to generate greater profit from the walking/cycling market. In addition to the usual provision of facilities such as bicycle hire, Highland Safaris offers walking and cycling safaris, where, for around £20 per person (plus bike hire if required), visitors choose from a selection of routes (between 2 and 6 hours in length) and are then 'dropped at the top' of their hill of choice along with route maps, fact sheets, an emergency contact number, a bike repair kit (where appropriate) and an optional picnic hamper. Guided mountain treks are also available. These activities are likely to appeal to both regular walkers and cyclists who appreciate the benefit of expert local knowledge and recommendation and also to those who would not normally undertake this type of activity, either because the uphill sections of the route are perceived to be too strenuous, or due to the isolated natural environment.

For visitors who do not want to venture into the wilderness, the Highland Safaris visitor centre has an excellent range of facilities and activities. The café serves a selection of homemade produce (and provides picnics for safaris) and the gift shop stocks a variety of locally made and traditional Scottish items, as well as equipment related to the outdoor activity market, e.g. binoculars. A professionally designed 1 km mountain bike skills loop is within sight of the visitor centre and is free to use, although donations towards maintenance are appreciated. The site also offers gold and gem panning, a discovery garden, a play area and red deer encounters in the adjacent Deer Park with a safari ranger.

For business clients, Highland Safaris provides an extensive range of corporate and incentive days, team activities and team challenges based largely around Scottish traditions, along with a high quality dining experience and full event management service if required. Some products are an extension of the Land Rover Safaris available to leisure visitors, such as Safari Quests, whilst other activities are available only to the corporate market, such as Highland Games challenges. In line with Highland Safaris' commitment to sustainability (they have achieved a Gold standard Green Tourism Business Award) they also offer a team-building Eco Challenge.

Questions

1. Assess the benefits of eco-labelling to a business such as Highland Safaris.
2. Critically evaluate the challenged in balancing the demands of this business with its sensitive rural environment.

