



adventure
by **AE**

Highlanders

Advisor Selling Guide

At a Glance



1748
SQ MILES OF THE
CAIRNGORMS
NATIONAL PARK

79
MILES OF GREAT
GLEN WAY

BEST KNOWN FOR
Glencoe & Ben Nevis

SYMBOL
Highland Cow

HISWEET TREAT
Cranachan

IN 5 WORDS
Mountains, lochs and wild landscapes.

Highlights

- Walk glens, mountain passes and loch-side trails. This is Wild Scotland. This is proper Highland drama.
- Hike, bike or travel between castles, coastlines and villages, with the right pace and the right views.
- From Loch Ness and the Great Glen to Speyside drams and clan stories, the Highlands are rich with culture, atmosphere, heritage and character.
- Nature that makes clients stop talking. Watch for red deer, golden eagles, seals and otters with expert guides.
- With nearby Inverness, Edinburgh, Glasgow and the Scottish Islands all working as natural gateways or extensions.

How to position

Treading the delicate line between wilderness and opulent adventure.

The Highlands deliver big landscape drama. “Wow” views of mountains, lochs and castles. Best experienced through a unique, active adventure.

Position it as:

- The ultimate wild-luxury UK escape
- A fresh alternative for clients who loved Iceland, Norway, the Alps or New Zealand.
- Where landscapes, legends, whisky and wildlife all work together.
- A natural pairing with Edinburgh, Glasgow or Inverness.



The Highlands are for



Active Couples

Loch-side walks, fly fishing, mountain trails, wild swimming, whisky by the fire. Vacations to deliver the kind of exhilaration that comes with getting away from it all.



Large Groups

The Highlands are brilliant for big group dynamics. Friends or families who want shared adventure: guided hikes, e-biking, boat trips, estate experiences and long-table dinners.



Multi-Generational Families

Different energies. One brilliant adventure. Loch cruises, castles, wildlife, gentle glen walks and bigger optional challenges give every generation their own way into the Highlands.



Clients Who've "Done the Alps, Norway or Iceland"

For clients who love big scenery and want to keep the ball rolling. The Highlands bring towering peaks, deep glens, glassy lochs, dramatic weather and true edge-of-the-map atmosphere.



Featured Experiences

Highland Experience Estate Wildlife Walk

Step into the working Highland landscape with a *ghillie* (local ranger and guide), walking through heather moorland, woodland edges and open glens where red deer, eagles and other native species shape the story of the land. Along the way, learn how habitat loss, deer management, peatland restoration and rewilding efforts are changing the future of the Highlands.



Highland Experience Private Fireside Whisky Story

Behind the stills. Visit a Highland distillery with an expert host and explore how water, barley, oak, peat and place shape every dram. Finish fireside with a guided tasting of whisky from each of the five distinct regions, before finishing with local stories of legends, myths and folklore.

Highland Experience Graham Summit & Bothy Picnic

Set out to summit a *Graham*. – a Scottish mountain between 2000 and 2500ft. What it lacks in height, the peak makes up for in character. After crossing a *burn*, a beautifully prepared picnic lunch awaits at a *Bothy* before the final push uphill. Outstanding views await.

Highland Experience Highland Games, Clans & Culture

Strength, skill and tradition, the Highland Games encompass much about the culture, clan history, music and storytelling in this part of the world. With this hands-on introduction, it's an authentic and memorable experience, brilliant for groups.



Sample Itinerary

Day 1 – Edinburgh to Stirling

We meet in Edinburgh and ease into the journey with an afternoon exploring the Royal Mile, where closes and courtyards reveal layers of the city's past. There's the opportunity to climb Arthur's Seat which rises from the heart of Edinburgh and is part of Holyrood Park, shaped by volcanic activity over 300 million years ago. Later, we transfer to Stirling and settle into our hotel for the night. A relaxed first evening to gather, dine and look ahead to the days to come.

Day 2 – Stirling & Loch Lomond

This morning begins with a walk around Stirling Castle, one of Scotland's most historically significant strongholds. After lunch in the city, we travel west to Balmaha on the shores of Loch Lomond. From here, we hike up Conic Hill, a short but rewarding walk that delivers some of the finest views over the loch and its scattered islands. We transfer on to our hotel for dinner and a peaceful night by the water.

Day 3 – Loch Katrine by Steamship

We drive to Loch Katrine, a beautifully secluded loch surrounded by wooded hills. Thanks to pioneering Victorian engineering, this Loch has provided drinking water to nearby Glasgow since the 19th century. Boarding the steamship Sir Walter Scott, we cruise to the far end of the loch for lunch in a local café. In the afternoon, we walk back along the shoreline through quiet woodland, with constant views across the water

Day 4 – Into Glencoe

We travel north through the Trossachs, watching the landscape grow broader and more dramatic as we approach Glencoe. A stop at the visitor centre provides insight into the infamous Glencoe Massacre, a defining moment in Highland history. This afternoon we enjoy an easy walk through the valley, soaking up the scale of the surrounding mountains.

Day 5 – The Devil's Staircase and Gin Distilling

After breakfast, we head to Kinlochleven to walk the Devil's Staircase, a classic section of the West Highland Way. The climb is steady, the views expansive, and the sense of achievement unmistakable. After a pub lunch, we shift gears and visit a local distillery, where guests have the chance to create their own small batch gin. It is a playful, hands on contrast to the morning's walk and a highlight for many. We return to Glencoe for a relaxed evening.

Day 6 – Glenfinnan and Loch Ness

This morning we cross to the West Highland peninsulas and take a short walk to the Glenfinnan Viaduct, completed in 1901 and famous for its 21 concrete arches, its been used in many a cinema blockbuster. We stop in Fort William for lunch before continuing to Urquhart Castle on the banks of Loch Ness. After exploring the ruins and lochside views, we settle into our hotel near Inverness for dinner.

Day 7 – The Southern Loch Ness Trail

Today we explore a quieter side of Loch Ness, walking a section of the southern Loch Ness Trail. The route winds through woodland, past waterfalls and along elevated viewpoints above the loch. The afternoon is free for rest, wandering or keeping an eye out for Nessie. This evening we gather for a farewell dinner, celebrating a week of shared walking and discovery

Day 8 – Departure from Inverness

After breakfast, we transfer to Inverness. Guests may choose to extend their stay in the Highlands or board a train back to Edinburgh.

We know the Highlands

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“We turn big Highland ideas into seamless Scottish adventures. The right detour when we’ve spotted something, the right *Munro* to summit and plans A, B, C and D if the heavens open.”

Dajana

Trip Planner



Accommodation

Killiehuntly Farmhouse

This property has a focus on nature, slowing living and group dining come the evening. In day's past this was an old farmhouse and the sensitive restoration has delivered the perfect mix of rustic charm and understated, Scandi-inspired luxury.

LOCATION
Highlands

STYLE
Prestige

PRICE
££££

Fife Arms

In the historic village of Braemar, the Fife Arms is *the* landmark. A hotel with Royal connections it is well-known for its thousands of antiques, paintings and curiosities that line the corridors, hang on the walls and adorn the luxurious rooms.

LOCATION
Caingorms

STYLE
Prestige

PRICE
££££

Dalnaglar Estate

A magnificent Baronial castle set within a private Highland estate at the foot of Glenshee, offering complete exclusivity, lochside settings, roaring fires and direct access to hiking, biking, field sports and Cairngorms adventures.

LOCATION
Caingorms

STYLE
Sole Use

PRICE
£££££

Aldourie Castle

An exclusive-use, fairytale Scottish castle offering complete privacy and grandeur. Set on the shores of Loch Ness, the castle – as you'd expect – has historic interiors and acres of expansive estate where wild swimming and meadow hiking await.

LOCATION
Highlands

STYLE
Sole Use

PRICE
£££££



What are partners say

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“I’ve worked with these guys for years, and they are the best in the business. From planning to guides, bikes, and events, every detail is seamless.”

Kathy

Travel Agent



Practicalities

Arrival airports

London Heathrow is the smoothest international gateway, with a connecting flight to Inverness, though direct flights to Edinburgh or Glasgow are available.

Transfer realities

The Highlands are a vast area. Sensible transfers and well-chosen overnight stops make the difference.

Trip length

6–8 nights is ideal for a strong Highland journey. Shorter trips work best with one or two bases; longer trips allow for Skye, the far West or the North Coast 500.

Activities

Think guided hiking, gentle biking or e-biking, whisky tasting, wildlife walks, loch cruises, kayaking, castles, estates, foraging, and fireside dinners.

Activity level

Easy to moderate by design. We can keep days gentle and scenic, or build in *munros* (3000ft+ mountains), or full-adventure days for clients who want more of a challenge.

Pairing Opportunities

A natural fit with the Scottish Islands. Stays in Glasgow and/or Edinburgh.





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