

AN INTRODUCTION TO  
**MACS**   
ADVENTURE



## MACS ADVENTURE

# OUR STORY

Macs Adventure was founded in the living room of my flat in Glasgow in August 2003. The idea was simple and felt brilliant: offer an alternative to huge coach tours and offer guided walking tours in Scotland! But it turned out that people weren't all that interested in walking with a guide around the country. After six months, my credit card bills had quadrupled and the business urgently required a rethink!

After almost going bust, it was sink or swim for the fledgling business and, in 2004 I launched a range of self-guided walking holidays. It turns out our customers wanted the sense of achievement that comes with a self-guided holiday – so we were on our way. Since then, we've spent the past 20 years getting to know our customers, and we've succeeded by focusing on quality experiences and understanding what people want from their adventures. We have focused on growth, innovation and expansion but always keep customer experiences at our core. This secret to our success has allowed us to develop a fantastic team of talented travel enthusiasts and a growing community of active and engaged customers.

*Neil Lapping*



**“The best part of my job is reading feedback about our trips and our company, as well as seeing customer photos as part of the inspiring #MacsMoment community. It reminds me daily of our purpose and drives everyone in the team to continue improving our holidays and enriching and transforming the way people travel.”**

**Neil Lapping**  
FOUNDER / CHIEF EXECUTIVE OFFICER AT MACS ADVENTURE





FOUNDED IN  GLASGOW'S WEST END IN **2003**

**200,000+**

All-time number of Customers globally



Our **3** Best Sellers

**CAMINO DE SANTIAGO**

Our longest Camino tour is

**42 days**  
& **783.5 km**



Distance needed to receive a pilgrimage certificate

**100 km**



**12,000+**

Customers have done this and gained certificates

**WEST HIGHLAND WAY**

**24,400+**

Customers have completed the West Highland Way trail

thats...

**4,875,000,000+** steps



or...

**2,340,000+** miles




WHW was our

**1st Route**





**TOUR DU MONT BLANC**

**3** Cross through countries 

Italy, France & Switzerland

**10,000+** metres

of  ASCENTS &  DESCENTS that's more than climbing Mount Everest from sea level!

**8** TMB trips available



**3** Marriage proposals



**4,000+**

#macsmoment entries



**26,000+**

Macs app downloads

**25,000,000+** miles walked since 2003

**178,000+** Bags transferred

**4,000+** Independent local suppliers

Macs Adventure **21,600+**

AbenteuerWege **11,700+**

**33,300+** Reviews



**4.5+**

Stars for over 3 years



Our German brand is...

**ABENTEUER WEGE** 

**650+** trips available



**150+** members of staff  
**13+** nationalities



# PURPOSE

To lead, advocate and enable self-guided, active travel as a positive force for people and planet.



# VISION

By 2026 we'll be a digital-first, profitable B Corp, powered by a passionate team of walking and cycling enthusiasts, enabling more than 100,000 customers from around the world to experience, and advocate, our unique brand of self-guided, active travel.



# MISSION

To be the leading global brand in self-guided, active travel.



# OUR VALUES

Our values inform everything we do, from the adventures we create to the way we work together as a team, from the way we support our suppliers, to the service we provide for our customers. We are an ambitious company but we will always remain true to our values, and we want people in our team who resonate with our values and drive us to become the leading self-guided active travel operator.



We're a team passionate about our unique brand of self-guided, active travel. Our trips are all about the journey. Getting from A to B under your own steam, being outdoors, and immersing yourself in the landscape and culture.



At Macs, we'll look after you and support you throughout your journey. We take pride in our outstanding customer feedback – see this in our 5\* reviews. We treat customers how we expect to be treated ourselves.



At Macs, we're trailblazing a different type of travel. No large groups, no tour guide, this is active travel led by you. With tried and tested routes, digital navigation, and luggage transfers, we make it easy for you to take a different path.



Since 2003 we've used local suppliers and businesses to keep tourism money local. And we offer many no-fly options to lower our impact further. We're also working toward B Corp accreditation.

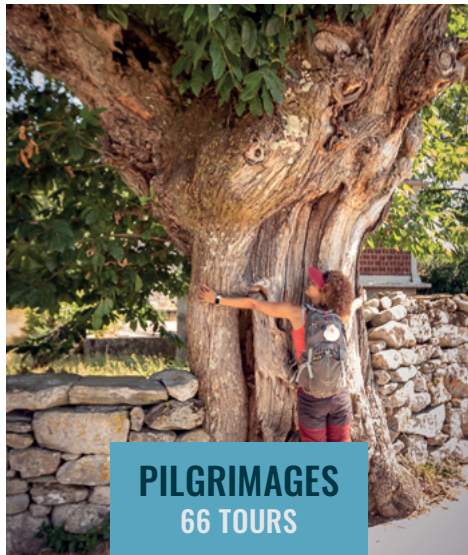


# OUR 5 TRIP TYPES

The Macs Way of travel is designed to allow you to adventure your way. Our team of destination experts have created a wide variety of trips and types to suit your interests and experience levels, whether that's a whiskey tour of Scotland, exploring the vineyards of Tuscany, conquering the Camino or adding an extra day to soak up the charm of Capri.



Classic Routes – our largest trip type – consists of route or destination-centric trips focused on the activity of walking or cycling.



Recognised pilgrimages and meaningful travel to nurture personal or spiritual growth.



Connecting to a place by experiencing the people, food, culture and destination.



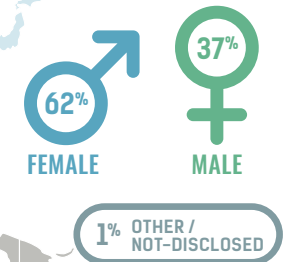
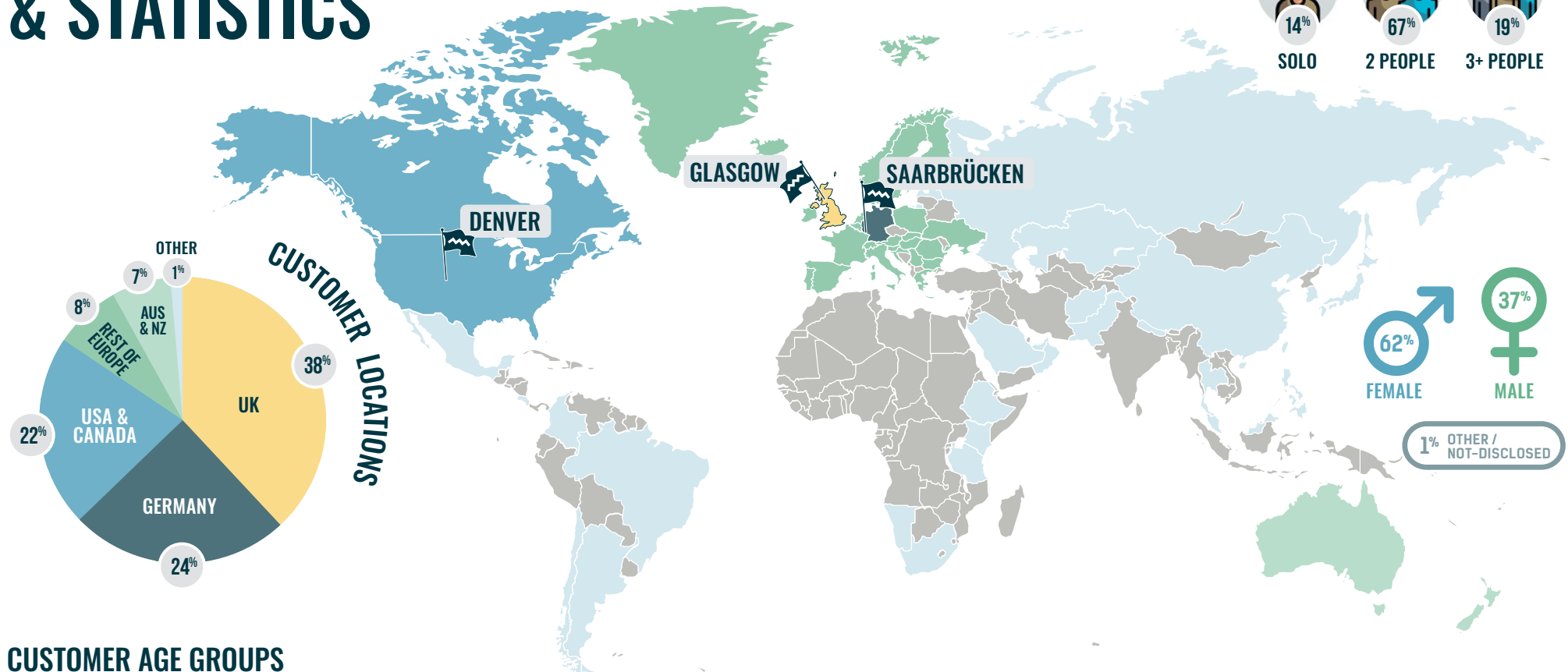
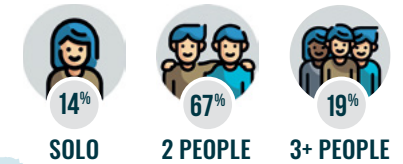
Active travel where you treat yourself and travel in style.



Perfectly planned itineraries to discover the highlights of a destination.

# DEMOGRAPHIC & STATISTICS

## HOW CUSTOMER'S TRAVEL



## CUSTOMER AGE GROUPS



<b>650+</b> Trips Available	<b>200,000+</b> Macs Adventures Taken Since 2003	<b>3,000+</b> Facebook Community Members	<b>3 OFFICES</b> Denver, Glasgow & Saarbrücken	<b>150+</b> Members of Staff	<b>PLATINUM FEEFO</b> Consistently rated over 4.5 stars
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# REVIEWS

We're not the only ones passionate about our trips – our customers are too! Our reviews have been 4.5+ stars for years, and our customers love telling their stories on our Facebook Community.

“

The Mac's app is fantastic. The Dingle Way in Ireland is well marked and the trails well developed. We liked all our accommodations along the trail. I enjoyed the scenery and thought the miles were well divided.

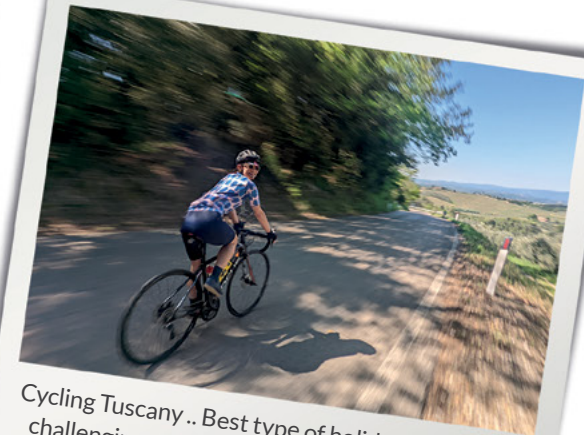
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**JULIE**

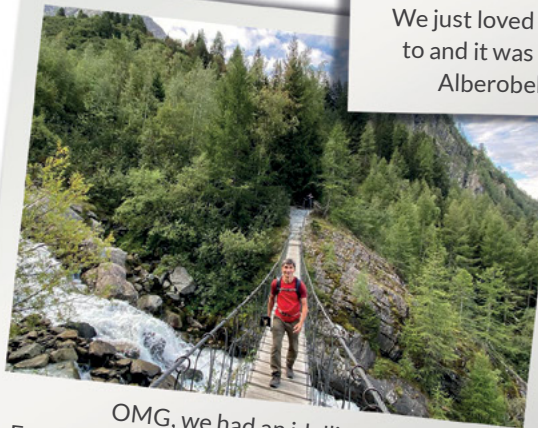
From Texas, USA



We just loved all those beautiful cities we came to and it was like we were in some fairytale in Alberobello, Locorotondo and Ostuni.



Cycling Tuscany.. Best type of holiday.. physically challenging.. we are both in our 50s reasonably fit and felt very satisfied at the end of each day.



OMG, we had an idyllic trip!! Everything was perfect, including the weather... Thanks Macs team. We will be back!



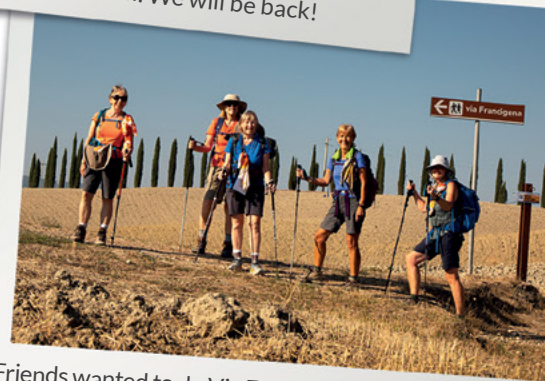
There could not be a better way to experience the Camino de Santiago. Everything was perfectly arranged.



Our customers share their favourite Macs trip photos on social media using #macsmoment and each month, staff vote for their favourite and the winner receives a prize!



Our West Highland Way tour is now complete. Fabulous! We are now en-route to Spain for our next Macs Adventure.



Friends wanted to do Via Francigena after I did it last year with my husband. Just as last year, we loved it. Well organized. All in all, a wonderful experience.

“

A major trek (for us) along the Hadrian's Wall Path. Conditions were at times unfavourable, but we always had Macs Adventures' organisation behind us. Excellent choice of B&B's - comfortable, welcoming, generous, friendly. The luggage transfer was faultless.

”

**CUSTOMER REVIEW**

From West Sussex, UK



WALKING SINTRA TO CASCAIS

# FAQS

## WHAT IS SELF-GUIDED?

“Self-guided” means that you don’t have a guide with you, although you’ll be well-equipped with all of the information you need to successfully follow your route. You’ll also have phone support from our offices as well as our local agents. We believe that self-guided travel can’t be beaten in terms of value, experience and sense of achievement. The goal is always to discover and enjoy your own, unique and independent experience – as opposed to following a crowd and being restricted.

## WHAT IS INCLUDED IN A MACS ADVENTURE HOLIDAY?

This varies from trip to trip, but usually accommodation, baggage transfers, comprehensive information and route guidance, which is often available on our free app. Expert organisation using our team’s insights, and of course 24/7 emergency support whilst you are on your trip. On each tour web page, check the “What’s Included” tab. Sometimes there are other things included to make your trip run smoothly, anything from rail travel to wine tasting!

## HOW FIT DO I NEED TO BE FOR AN ADVENTURE HOLIDAY WITH MACS?

It really depends on the trip. We offer quite a variety of activity grades to help you select the right level of activity. Be honest with yourself about your abilities, and always do some training in the run up to your trip. You’d be surprised at what you can achieve, especially going at your own pace



on one of our independent adventures.

## HOW DOES BAGGAGE TRANSFER WORK?

Many of our trips come with baggage transfer included. You will drop overnight bags (one per person) by an allotted time each morning in a designated area in your hotel or B&B. This leaves you free to walk unencumbered, with only your day pack of essentials. Your baggage will be transferred to your next nights accommodation and will usually arrive before you do! Each information pack will advise you of any weight limits or restrictions you should be aware of.

## DO YOU USE LOCAL SUPPLIERS?

Yes, we do. Here at Macs Adventure, we work with over 4,000 local suppliers every year. We value the importance of supporting locally owned businesses, whether that is a family run B&B, boutique hotel or local restaurant. Engaging with small businesses and communities is at the very heart of what we do at Macs Adventure. We are passionate about creating a positive impact in local communities and reducing our carbon footprint by working exclusively with local suppliers.



## DIGITAL ASSETS & BRANDING

Macs Adventure have an ever growing library of photography and video content available for use.

For our brand assets, including our logo, colours, fonts and guidelines, please visit [messaging.macsadventure.com/branding](https://messaging.macsadventure.com/branding) or scan this QR code.



**FOR ASSISTANCE, PLEASE CONTACT**  
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