



SHETLAND

SAMPLE ITINERARY

Day One

10:05 Flight lands at Sumburgh Airport, Shetland

Please collect your luggage and meet your guide James Tait at arrivals.

10:45 Sumburgh Head Lighthouse

Sumburgh Head Lighthouse, Visitor Centre and Nature Reserve is a world class visitor attraction, providing an engaging and interactive experience for the whole family. Your clients can visit and explore the history and natural heritage of Sumburgh Head from early geological beginnings and Iron Age settlers to Lighthouse Keepers, Whales, Puffins and much more.

Sumburgh Head Lighthouse

Virkie,
Shetland,
Shetland Islands,
ZE3 9JN



Contact: Sandy Middleton
T: 01595 74163
E: Sandy.Middleton@shetlandamenity.org
W: www.sumburghhead.com

11:30 Depart for Old Scatness Iron Age Village

11:35 Arrival at Old Scatness Iron Age Village

The Iron Age Broch and Village at Old Scatness was an undisturbed, pristine time capsule when first discovered in 1975, as the result of a road being put through what was thought to be a natural mound. The road was realigned to protect the site when it was identified as a broch by a local historian. Some twenty years later, excavations were initiated by Shetland Amenity Trust as part of an “Access to Heritage” project. From its inception, the aim was to excavate the site to the highest possible standard, while breaking down the perceived academic barriers of archaeology.

Old Scatness Iron Age Village

Virkie,
Shetland,
ZE3 9JW

Contact: Sandy Middleton
T: 01595 74163
E: Sandy.Middleton@shetlandamenity.org
W: www.sumburghhead.com

12:00 Depart for Sumburgh Hotel

12:10 Arrive at Sumburgh Hotel for lunch

Sumburgh Hotel is one of Shetland's finest country house hotels, situated at the tip of the South Mainland of the Islands. The Sumburgh Hotel is ideally located for bird watching, sea angling, walking and many other activities. Some of Shetland's most popular visitor attractions are right on the hotel's doorstep including Sumburgh Head Visitor Attraction, Jarlshof and Scatness Broch, there are also superb sandy beaches nearby.

Sumburgh Hotel

Sumburgh,
Shetland,
ZE3 9JN



Contact: Mark Donaldson
T: 01950 460 201
E: mark@sumburghhotel.com
W: www.sumburghhotel.com

13:30 Depart for Lerwick Bressay Ferry

14:00 Arrival at Lerwick Bressay Ferry

Lerwick Bressay Ferry

Town Hall
Lerwick
Shetland
ZE1 0HB UK

14:15 Arrival at Garth's Croft Tour

Garths Croft, on the island of Bressay, Shetland, is a smallholding specialising in native and heritage breeds. A truly unique opportunity to join local crofter Chris Dyer on an exclusive walk through the agricultural year in Shetland, looking at the sheep – ewes, rams and lambs. Your clients can sift through fleeces from Chris's flock and see the principal day to day tools and equipment that are used by a Shetland crofter! Chris's croft is mixed with pigs, turkeys, hens, fruit, vegetables, trees and drystone dykes alongside his beautifully coloured sheep, so there is plenty to see. Chris looks to recreate traditional farming methods on his croft and as the Assistant Shetland Archaeologist gives a fascinating talk on the history of Shetland crofting and much more!

Grath Croft Tour

Garths,
Bressay,
Shetland,
Shetland,
ZE2 9ER

Contact: Chris Thomas Dyer
T: 07748926454
E: c_thomasdyer@hotmail.com



17:00 Depart for Kveldsro Hotel

17:30 Arrival at Kveldsro Hotel

Kveldsro Hotel overlooks the harbour and is centrally situated. This country house hotel offers personable and attentive service, quality cuisine using fresh local produce and a relaxing ambience within easy walking distance from town centre.

Kveldsro Hotel

Greenfield Place,
Lerwick,
Shetland,
ZE1 0AQ



Contact: Majory Barrie

T: 01595 692 195

E: majorie.barrie@brudolfhotels.co.uk

W: <https://www.shetlandhotels.com/Kveldsro/kveldsro.html>

16:45 Depart for Scalloway Hotel

19:00 Arrival at Scalloway Hotel for dinner and overnight stay

Family-run hotel which prides itself on the best food and service. The Scalloway Hotel can offer your clients comfortable en-suite rooms, some overlooking the picturesque Scalloway waterfront, while both bar and restaurant menus will provide excellent local produce such as fish, shellfish and lamb.

Scalloway Hotel

Main Street,
Scalloway,
Shetland,
ZE1 0TR



T: 01595 880 444

E: info@scallowayhotel.com

W: www.scallowayhotel.com

Day Two

09:10 Depart Kveldsro Hotel

09:30 Arrival at The Scalloway Museum for a tour

A warm welcome awaits your clients at the Scalloway Museum where they can learn all about the Shetland Bus with many interesting displays. The Scalloway Museum is owned by a charity, the Shetland Bus Friendship Society, and is run by volunteers. The charity instated a memorial (unveiled in 2003) to those who served and died in Shetland Bus operations during World War II. The Shetland Bus was the name given to clandestine operations to and from occupied Norway during the war. The full story of the memorial and the Shetland Bus are told in the Scalloway at War section of this museum.

The Scalloway Museum

Castle Street,
Scalloway,
Shetland,
Shetland Islands,
ZE1 0TP



Contact: Bill

T: 01324 676 911

E: enquiries@scallowaymuseum.org

W: <http://www.scallowaymuseum.org/>

10:15 Depart for Scalloway Castle

10:20 Arrival at Scalloway Castle

Scalloway Castle was the home of Patrick Stewart, earl of Orkney and Shetland. 'Black Patie', as he became known in Shetland, was notorious for his oppression of the Shetland people. He was accused of using forced labour in Scalloway's construction in 1599, and was eventually executed in Edinburgh in 1615. The castle itself stands as a sophisticated and impressive example of a late 1500s tower house. One of only two castles constructed in Shetland, for many it stands as a symbol of Earl Patrick's harsh rule.

Scalloway Castle

Castle Street,
Scalloway,
Shetland,
Shetland Islands,
ZE1 0TP



T: 01324 676 911

E: enquiries@scallowaymuseum.org

W: <https://www.historicenvironment.scot/visit-a-place/places/scalloway-castle/>

11:05 Depart for Clickimin Broch

11:20 Arrival at Clickimin Broch

On the shore of Clickimin Loch is an outstanding example of a broch, a sophisticated type of stone-built round house found only in Scotland. Clickimin Broch has evidence of settlement spanning over a thousand years. The broch tower still stands to an impressive height and the whole promontory is enclosed by a stout wall. Once inside, the enigmatic blockhouse rises up in front of the broch itself. To the west of the broch tower are the remains of a number of different structures dating from around 1000 BC to 500 AD. Entry is free of charge!

Clickimin Broch

The Willows,
38 South Rd,
Lerwick,



Shetland
ZE1 0RD

T: 131 458 0204

E: traveltrade@nts.org.uk

W: <https://www.historicenvironment.scot/visit-a-place/places/clickimin-broch/>

11:50 Depart for Fjara Cafe

12:15 Arrival at Fjara Café for Lunch

Set on the small peninsula of land jutting out into Brewick bay in Lerwick Fjara has amazing views for you to enjoy in all weathers and at all times of the day. It is a great wild life spot with plenty of opportunity to spot seals and otters in the surrounding area. With a simple but effective menu, which changes seasonally, Fjara aims to bring different taste and cuisines to Shetland, getting the most from seasonal fruit and vegetables. All baked goods are freshly made every morning on site, from fantastic cheese and bacon bloomer to our sweet blueberry pancakes.

Fjara Cafe

Sea Road,
Lerwick,
Shetland Islands,
ZE1 0ZJ



Contact: Jonathan Williamsons

T: 00441595 697 388

E: fjara.coffee@gmail.com

W: <https://www.fjaracoffee.com/>

13:15 Arrival of Seabirds & Seals

Seabirds-and-Seals offers you the ultimate wildlife experience with their 3-hour trips around Bressay & Noss National Nature Reserve, where your clients will enjoy Shetland's abundant Seabirds & Seals and the awesome Noss cliffs in the background. The scenic views and geology along the way is absolutely amazing - an experienced tour guide will share wildlife knowledge and also lots of history as your clients will go around Bressay & Noss National Nature Reserve.

Seabirds & Seals

Victoria Pier
Lerwick
Shetland
Scotland
ZE1 0EL

C: Maire & Brain Fullerton

T: 01339 720 200

E: info@seabirds-and-seals.com

W: www.seabirds-and-seals.com



13:45 Depart for The Shetland Seabird Tours

14:00 Arrival at Shetland Seabirds Tours for Noss Boat Trip

Your clients can join daily morning and afternoon cruises to experience the mesmerising sight of over 25,000 Northern Gannets and numerous other seabirds including Atlantic Puffin, Common Guillemot, Razorbill and Great Skua to name but a few. Shetland Seabirds Tours also offer very close seal encounters, beautiful scenic views & geology and are always on the lookout for whales and otters too.

Shetland Seabird Tours

Small Boat Harbour
Victoria Pier
Lerwick
Shetland

Contact: Phil Harris
T: 07767 872 260
E: info@shetlandseabirdtours.com
W: www.shetlandseabirdtours.com



16:30 Depart for The Moorfield Hotel

17:10 Arrival at The Moorfield Hotel

Set in the picturesque setting of Brae, The Moorfield Hotel is nestled in Shetland's second largest village. Each of our 100 bedrooms offer guests contemporary, bright & spacious surroundings to relax in with welcoming & comfortable beds. Our hotel accommodation offers 100 well-appointed bedrooms with an array of amenities including WIFI access, TV with Sky and radio channels, tea and coffee making facilities, a desk and work area, hairdryer and the essential toiletries. Ironing facilities available upon request.

The Moorfield Hotel

Moorfield Ring Rd,
Brae,
Shetland,
ZE2 9UX

Contact: Ailsa Sangster
T: 01806 520010
E: gm@moorfieldhotelshetland.co.uk
W: www.themoorfieldhotelshetland.co.uk

17:50 Depart for The Busta House

18:00 Arrival at The Busta House for dinner and overnight stay

Owner run Busta House is a former 16th Century Lairds House now serving as a 3 star Hotel. We are ideally situated in the Central North of the island giving easy access to Shetland's main town Lerwick with its wonderful Museum & Archives and eclectic mix of traditional and modern shopping, Eshaness, some of Shetland's most dramatic cliff scenery and a geologists dream to the

beautiful Northern Isles of Yell, Unst & Fetlar. Whether your holiday to Shetland is based around walking, wildlife, archaeology, geology or ancestral history you will find us to be an ideal base for your adventures.

The Busta House

Busta,
Brae,
Shetland,
ZE2 9QN



Contact: Joel D'Eathe
T: 01806 522506
E: joel@bustahouse.com
W: www.bustahouse.com

Day Three

09:00 Depart Busta House

09:00 Half Day Experience with Richard Shucksmith

Photo Tours and Workshops in Shetland can be tailored for instructional guidance. Your clients can be guided through different photographic techniques for shooting landscapes and/or how to shoot different species and places. These assignments can have a mixture of wildlife and landscapes or just landscape or wildlife depending on your clients need. The ethos behind Shetland Photo Tours and Workshops is to give you a great experience of Shetland while making beautiful images.

Richard Shucksmith
Shetland

Contact: Richard Shucksmith
T: 07870691033
E: info@shetlandphototours.co.uk
W: www.shetlandphototours.co.uk



12:00 Depart for Frankies Fish & Chips

12:00 Arrival at Frankies Fish & Chips for lunch

The UK's most northerly fish and chip shop sourcing premium and sustainable Shetland seafood. Experience award-winning delicious and local seafood in their café, takeaway and outdoor seating area located in the village of Brae, Shetland. Their hardworking staff won a wide range of awards, including the best independent takeaway fish and chip shop in the UK in 2015 at the National Fish & Chip Awards. They have also recently gained awards in sustainability, staff training and development, local produce and quality service.

Frankies Fish & Chips
Brae,
Shetland,



ZE2 9QJ,
UK

Contact: Brian Kennedy
T: +44 (0) 1806 522 700
E: mail@frankiesfishandchips.com
W: www.frankiesfishandchips.com

13:00 Depart for Shetland Museum

13:40 Arrival at Shetland Museum

Set on the waterfront within a restored 19th century dock in Lerwick, this fascinating museum tells the story of Shetland's heritage and culture. The Shetland Museum and Archives chart the development of the archipelago from its earliest geological origins to the present day. Its galleries contain everything from delicate Shetland lace to Pictish art and even the first telephone introduced in the islands in 1883. Your clients can visit the renovated Boat Shed to watch vessels being constructed by hand using techniques handed down through generations, and admire completed examples suspended from the ceiling in the three-storey Boat Hall.

Shetland Museum

A93,
Crathie,
Ballater
AB35 5TP



Contact: Sandy Middleton
T: 01595 74163
E: Sandy.Middleton@shetlandamenity.org
W: www.shetlandmuseumandarchives.org.uk

14:45 Depart for Jamiesons & Smith

14:50 Arrival at Jamiesons & Smith for a Woolltour

Jamieson & Smith stock yarns and fibres made from real Shetland wool. Jamieson & Smith purchase over 80 percent of Shetland wool from over 700 local crofters and farmers, and transform it into luxury wool products including yarns, knitwear, blankets and carpets.

Jamiesons & Smith

90 North Road,
Lerwick,
Shetland,
ZE1 0PQ

Contact: Sandra Jamieson
T: 01595 693579
E: info@shetlandwoolbrokers.co.uk
W: www.shetlandwoolbrokers.co.uk

15:55 Depart for Lerwick Brewery

16:00 Arrival at Lerwick Brewery for a tour

Welcome to Lerwick Brewery - the home of truly great lagers and beers. With the first beers launched in June 2013, the Lerwick Brewery offers an exciting new dimension to Shetland's larder. This family run business aims to produce products which exemplify everything that is great about Shetland. The brewery is tucked into the heathery hillside on the edge of Lerwick and comprises of the very latest 12 barrel plant, in-house bottling and labelling machines.

Lerwick Brewery

Banchory,
Aberdeenshire,
AB31 4ED

Contact: Kathryn Herculson
T: 01595 694552
E: kathryn.herculson@lerwickbrewery.co.uk
W: www.lerwickbrewery.co.uk



17:00 Depart for Shetland Hotel

17:15 Arrival at Shetland Hotel

The Shetland Hotel have 64 bedrooms including suites, family rooms, triple rooms and wheelchair accessible room. All bedrooms are spacious and have modern en suite bathrooms with baths and showers. The hotel is completely non-smoking and all rooms have everything you would expect from a large modern hotel.

Shetland Hotel

Holmsgarth Road
Lerwick
Shetland UK
ZE1 0PW

Contact: Majorie Barrie
T: 01595 692 195
E: majorie.barrie@brudolfhotels.co.uk
W: www.shetlandhotels.com

19:00 Arrival at Lerwick Hotel for dinner

Lerwick Hotel is a modern hotel with 34 bedrooms located ten minutes' walk from the town centre. The hotel and restaurant take advantage of the unrivalled open views of Brewick Bay and the island of Bressay and quite often have seals just outside their back door and your clients might just be lucky enough to spot an otter or who knows even a killer whale!

Lerwick Hotel

15 South Road
Lerwick

Shetland UK
ZE1 0RB.

Contact: Majory Barrie
T: 01595 692 195
E: majorie.barrie@brudolfhotels.co.uk
W: www.shetlandhotels.com

Day Four

09:00 Depart Shetland Hotel

10:00 Arrival at The Pony Experience

The Shetland Pony Experience is based at Papil on Burra Isle just a 25 minute drive from Lerwick and offer the chance to get "up close and personal" with their friendly Shetland ponies. The ponies can be seen outside in the picturesque rugged coastal fields and indoors in the riding school. Your clients will have plenty of photo opportunities while they lead a pony on a short walk with a stunning coastal background. Children aged 4 years and up can ride a pony.

The Pony Experience

Bannamin,
Papil,
Burra,
Shetland,
ZE2 9UY

Contact: Elaine Tait
T: 01595 859124
E: theshetlandponyexperience@yahoo.com
W: www.theshetlandponyexperience.com



11:00 Depart for Hoswick Cafe

12:00 Arrival at Hoswick Cafe

Located in a former Shetland tweed weaving mill the Hoswick Visitor Centre and Café is a welcoming place to stop off for refreshments. The cafe provides excellent home bakes, light lunches, the sale of souvenirs and local made craft work. Exhibits include vintage weaving machinery, knitwear, local heritage interpretation and unique to the Shetland Islands, a wireless collection displaying radio equipment from the early 1900's through the decades to the mobile phone era.

Hoswick Cafe

Hoswick,
Sandwick,
Shetland,
ZE2 9HR

Contact: Rosemary Inkster

T: 01950 431406

E: hoswickcafe@btinternet.com

W: www.shetlandheritageassociation.com/members/south-mainland/hoswick-visitor-centre

13:00 Depart for St. Ninian Isle's

13:20 Arrival at St. Ninian Isle's

St. Ninians Isle beach is a large tombolo (a natural sand causeway with sea on either side) on the west coast of Shetland, linking the South Mainland with the Isle. It is easily accessible from Bigton, the nearest township. The beach itself is picturesque, often featured in promotional material and photographs of Shetland. The beach is in a rural farming region, with an archaeological site located on St. Ninians Isle.

St. Ninans Isle's

Crathes,
Banchory,
Aberdeenshire,
AB31 5QJ



13:40 Depart for Jarlshof

14:10 Arrival at Jarlshof

Jarlshof is located at Sumburgh Head near the southern tip of Mainland Shetland. This extraordinary site has a complex of ancient settlements which cover more than 4,000 years of human history. You will be amazed to find such a range of archaeological treasures in one place, including late Neolithic houses, a Bronze Age village, an Iron Age broch and wheelhouses, a Norse longhouse, a medieval farmstead and a 16th century laird's house.

Jarlshof

Sumburgh,
Shetland,
Shetland,
ZE3 9JN

Contact: Mark Donaldson

T: 01950 460 201

E: mark@sumburghotel.com

W: www.historicenvironment.scot/visit-a-place/places/jarlshof-prehistoric-and-norse-settlement



15:00 Depart for Sumburgh Airport, Shetland

16:35 Flight to Aberdeen Airport



VisitScotland's Themed Years

Year of Scotland's Coasts and Waters 2020

In 2020, Scotland celebrates its Coasts and Waters with a year-long programme of events and activities which will shine a spotlight on these vital elements of our landscape.

From our beautiful natural features including coasts, lochs and rivers to our industrial heritage such as our canals, mills and the creation of our national drink – whisky, Scotland's Coasts and Waters have shaped our culture, our stories and our way of life.

So, whether you want to navigate your way around distant isles or canals, experience

Scotland's maritime heritage at a visitor attraction, enjoy Scotland's abundant natural larder or discover Scotland's wildlife on a local boat trip - Scotland's coasts and waters are perfect for get-away-from-it-all adventures.

For more info www.visitscotland.com/ycw2020 and join the conversation using #YCW2020



Year of Scotland's Stories 2022

Scotland's Year of Stories 2022 will shine a spotlight on the richness of our stories, past and present; celebrating our literary Icons and heroes, diverse voices, stories that have leapt from page to screen and stage, the richness of our myths, legends and local tales - and the places that have inspired them.

The words of Robert Burns are known and celebrated across the world, as are works by Sir Walter Scott and Robert Louis Stevenson, while stories by modern Scottish authors, such as JK Rowling's Harry Potter tales, are inspiring today's generation.

The story of real-life legends such as King Robert the Bruce, Sir William Wallace, Mary Queen of Scots have inspired poems, books and even Oscar winning movies.

Stories of magic, ghosts, witches, haunted castles and tales of mystical figures such as Kelpies abound, and there are the oral traditions handed down through generations in Scotland's many diverse communities. We invite visitors to join us in exploring the rich history of Scotland's stories in 2022, including a programme of events which will take place across the year



VisitScotland Websites

Our travel trade website offers the travel industry a one-stop-shop for **Scotland information, inspiration and tool kit**. The site is designed to assist tour operators and agents to sell destination Scotland more effectively to their clients.

Travel trade website **www.visitscotlandtraveltrade.com**

Destination Education Programme **www.visitscotlandtraveltrade.com/scotsagent**

VisitScotland consumer site **www.visitscotland.com**

Information on travel trade website

- Inspirational itineraries
- Downloadable e-brochures and maps
- Link to multimedia library for images and videos
- Online destination education programme
- Opt-in to receive our monthly travel trade e-newsletter.
- A comprehensive directory of Scottish companies who have committed to special rates, discounts and commissions exclusively available for the travel trade.

General websites

| | |
|-------------------------------------|--|
| Britrail | <u>www.britrail.com</u> |
| News & Weather information | <u>www.bbc.co.uk/weather</u> |
| British Train information | <u>www.nationalrail.co.uk</u> |
| Scottish Train information | <u>www.scotrail.co.uk</u> |
| Bus information | <u>www.citylink.co.uk</u> |
| Historic Environment Scotland | <u>www.historic-scotland.gov.uk</u> |
| National Trust for Scotland | <u>www.nts.org.uk</u> |
| Scottish Tourist Guides Association | <u>www.stga.co.uk</u> |