



## **SHETLAND**

## **SAMPLE ITINERARY**

## **Day One**

### **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

W: [www.sumburghhead.com](http://www.sumburghhead.com)



### **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

W: [www.sumburghhead.com](http://www.sumburghhead.com)

### **Garths Croft Tour**

Garths Croft, on the island of Bressay, Shetland, is a smallholding specialising in native and heritage breeds. A truly unique opportunity for your clients 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 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!

### **Graths Croft Tour**

Garths,  
Bressay,  
Shetland,  
ZE2 9ER

W: <https://www.instagram.com/garthscroftbressay/>



## **Day Two**

### **The Scalloway Museum**

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

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

### **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

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



### **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

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



### **Seabirds & Seals**

Seabirds-and-Seals offers the ultimate wildlife experience with a 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

W: [www.seabirds-and-seals.com](http://www.seabirds-and-seals.com)



### **Shetland Seabird Tours**

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

W: [www.shetlandseabirdtours.com](http://www.shetlandseabirdtours.com)



### **Day Three**

### **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.

**FOR ALL YOUR TRAVEL TRADE NEEDS: [WWW.VISITSCOTLANDTRAVELTRADE.COM](http://WWW.VISITSCOTLANDTRAVELTRADE.COM)**

**Richard Shucksmith**  
Shetland

W: [www.shetlandphototours.co.uk](http://www.shetlandphototours.co.uk)



### **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**

Lerwick,  
ZE1 0WP

W: [www.shetlandmuseumandarchives.org.uk](http://www.shetlandmuseumandarchives.org.uk)



### **Jamiesons & Smith**

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

W: [www.shetlandwoolbrokers.co.uk](http://www.shetlandwoolbrokers.co.uk)

### **Lerwick Brewery**

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**

Ladies Dr,  
Lerwick,  
ZE1 0NA

W: [www.lerwickbrewery.co.uk](http://www.lerwickbrewery.co.uk)





## **Day Four**

### **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

W: [www.theshetlandponyexperience.com](http://www.theshetlandponyexperience.com)



### **St. Ninian's Isle**

St. Ninian's 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. Ninian's Isle.

**St. Ninian's Isle**  
Shetland



### **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,  
ZE3 9JN

W: [www.historicenvironment.scot/visit-a-place/places/jarlshof-prehistoric-and-norse-settlement](http://www.historicenvironment.scot/visit-a-place/places/jarlshof-prehistoric-and-norse-settlement)



## **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](http://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](http://www.visitscotlandtraveltrade.com)**

Destination Education Programme **[www.visitscotlandtraveltrade.com/scotsagent](http://www.visitscotlandtraveltrade.com/scotsagent)**

VisitScotland consumer site **[www.visitscotland.com](http://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	<b><a href="http://www.britrail.com">www.britrail.com</a></b>
News & Weather information	<b><a href="http://www.bbc.co.uk/weather">www.bbc.co.uk/weather</a></b>
British Train information	<b><a href="http://www.nationalrail.co.uk">www.nationalrail.co.uk</a></b>
Scottish Train information	<b><a href="http://www.scotrail.co.uk">www.scotrail.co.uk</a></b>
Bus information	<b><a href="http://www.citylink.co.uk">www.citylink.co.uk</a></b>
Historic Environment Scotland	<b><a href="http://www.historic-scotland.gov.uk">www.historic-scotland.gov.uk</a></b>
National Trust for Scotland	<b><a href="http://www.nts.org.uk">www.nts.org.uk</a></b>
Scottish Tourist Guides Association	<b><a href="http://www.stga.co.uk/">www.stga.co.uk/</a></b>