

# ***JACK WOLFSKIN TO HOST SCOTLAND BASED WOLFTRAIL ADVENTURE IN 2021***

- A unique multi-day hike in the Scottish Highlands running for a number of consecutive weeks in Spring/Summer 2021
- Organised in partnership with international trekking and adventure company ASI Reisen and local partners
- Discover and research the trail courtesy of route planning app Komoot
- “United we Hike” competition:  
**JACK WOLFSKIN will be giving away five x 2 person travel vouchers to join the trip**

**Idstein, December 2020** – As the New Year approaches, JACK WOLFSKIN is pleased to announce the upcoming arrival of its WOLFTRAIL campaign to the UK. Working in partnership with long-term partner ASI Reisen, a one-of-a-kind multi-day hike through the remote and wild landscape of the Scottish Highlands has been planned for adventure seeking outdoor enthusiasts. Notable places on the route will include the Alladale Wilderness Reserve, a private estate, whose mission is to rewild and restore the Highlands’ natural ecosystem. With ongoing projects that include the reintroduction of original plant and wildlife species and a desire to reintroduce one of Scotland’s native predators, the wolf.

Combining a challenging hiking experience with a sense of community and an unrestricted nature experience, JACK WOLFSKIN will be promoting the experience widely. People will be enticed to book onto the trip themselves while also encouraging everyone to cherish the natural world around them.

Ahead of the campaign beginning, a small number of passionate adventurers and content creators have been enlisted to test the trail, personalities including Jack Anstey (UK), Guerel Sahin (DE), Sarah Rodgers (UK), Tom Belz (DE) and Rachel Bowler (UK) navigating the WOLFTRAIL with local mountain guide Ben. Their personal experiences from the trail and a sneak peak of what travelers can expect from the trip will be published on each of their social media accounts.





## THE PARTNERS

Launched in 2020 JACK WOLFSKIN's WOLFTRAIL is organised by renowned trekking and adventure company ASI Reisen (Alpenschule Innsbruck) – a family business founded in 1963 who specialise in worldwide active and adventure travel. Based in Austria, the company is dedicated to creating sustainable experiences for travelers whilst supporting local communities, their travel portfolio includes thousands of different global trips, divided into the following areas: hiking tours in small groups with certified guides, individual hiking trips, alpine training, (e)bike trips and adventure travel.

JACK WOLFSKIN is also pleased to partner with Komoot, one of the most successful outdoor route planning apps, inspiring more than 10 million users to get outside-worldwide. Providing unrivalled routing technology for outdoor activities and offline turn-by-turn navigation. Komoot will work closely with local partner Alladale Wilderness Reserve to enable WOLFTRAIL routes to be viewed and followed by all.

**ALLADALE**  
WILDERNESS RESERVE



**ASI Reisen**

## THE WOLFTRAIL JOURNEY

The multi-day hiking tour (6 days / 5 nights) leads outwards from Inverness through the varied landscape of the north west of Scotland to the seaside town Ullapool. It offers unique experiences in untouched remote nature and wild areas. The hike goes on through the northern highlands and thus the home of the Big Five of Scotland (the golden eagle, otter, harbor seal, red deer, red squirrel). Included in the ser-

vices are the transfers to and from Inverness Airport, luggage transport during the trip, accommodation, meals, a German and English-speaking guide and an ASI tour book. The traveling expenses depend on the type of accommodation and start at 1,475 euros. The flight is not included, but can be booked directly through ASI.



**WOLFTRAIL**  
BY JACK WOLFSKIN



## THE COLLECTION

Built for the demands of the WOLFTRAIL, JACK WOLFSKIN's Infinite Hike range has been tested and approved by professional mountain guides from ASI Reisen, their feedback instrumental in offering wearers the very best in comfort and protection. Distinguished by its sporty design and bold colours the collection offers maximum performance in tandem with minimum environmental impact – products benefitting from recycled materials and membranes. Moreover, since the end of 2020, Jack Wolfskin's entire clothing collection and all equipment products are 100 % PFC-free!

## THE CAMPAIGN

JACK WOLFSKIN's attention-grabbing campaign will begin on March 25, 2021 and ends on April 28, 2021. Headlined by just three simple words "United we Hike" the campaign will give hiking fans the chance to win five x2 travel vouchers for the trip. Bookings for the WOLFTRAIL will be open from March 15, 2021, for trips running from the end of April through to July. Participants will be joined by JACK WOLFSKIN and ASI employees on their booked trips.

Campaign awareness is spread across all channels from digital banners, social media, to point of sale. Key markets including the UK, Germany and Austria.

The WOLFTRAIL brings the brand essence of JACK WOLFSKIN, hiking with friends and family, back into focus. The WOLFTRAIL adventure started in early 2020 with the unique long-distance hiking experience in the Romanian Carpathians. The new campaign will now put the focus on Scotland and both individual and shared experiences.

## ABOUT JACK WOLFSKIN

JACK WOLFSKIN is one of the leading suppliers of high-quality Outdoor clothing, shoes and equipment in Europe and at the same time the largest franchisor in Germany sports retail. JACK WOLFSKIN products are available worldwide in more than 730 own stores and over 4,000 points of sale. JACK WOLFSKIN products stand out through optimal functionality, high quality and extraordinary innovation. In recent years the outdoor specialist conquered with numerous material and

new products hit the market. In addition, JACK WOLFSKIN absolute pioneer when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was made by her for the sixth time in a row awarded Leader Status. JACK WOLFSKIN is also a bluesign® system partner. Jack Wolfskin offers now also products with the Green Button seal. The Company employs over 1,100 people worldwide.

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# FACTSHEET WOLFTRAIL

KEY INFO ABOUT THE HIKING ADVENTURE IN SCOTLAND

## THE TRIP

→ 6 DAYS, 5 NIGHTS

→ MAXIMUM 4-7 GUESTS

→ SERVICES:

**Airport transfers**

from / to Inverness Airport

**all transfers**

in typical minibuses

**6 or 5 nights in small hotels and B & Bs**, rooms with shower / toilet

**Leadership and supervision by local, German and English speaking hiking guide**

**Full board**

**ASI tour book**

→ **COSTS: ROM EUR 1,475**  
(WITHOUT FLIGHT)

→ **ORGANIZER:**

**ASI travel**

<https://www.asi-reisen.de>

→ **PARTNER: on-site support through Alladale Wilderness Reserve**  
<https://alladale.com>

**THE TIMING** → **LOT OF 5 X 2 VOUCHERS FOR THE TRIP: "UNITED WE HIKE"**  
from March 25th to April 28th, 2021

→ **BOOKING:** from March 15, 2021

→ **TRAVEL PERIOD:**  
End of April to end of July 2021

## THE ROUTE

**DAY 1** Individual arrival by 12:30 p.m. Transfer from Inverness Airport to Starting point of the hike.  
**Ascent:** 400 m **Descent:** 400 m  
**Distance:** 13.5 km **Time:** approx. 4 hours

**DAY 2** Today brings us deep into the mountains of the Alladale Wilderness Reserve, a gem the wilderness. We spend our lunch break in the Alladale Wilderness Reserve and get a short keynote speech about the impressive work on site.  
**Ascent:** 500 m **Descent:** 500 m  
**Distance:** 26 km **Time:** approx. 7 hours

**DAY 3** It goes through old Caledonian mixed forests along the valley Cuileannach and the homonymous River to the Schoolhouse Bothy.  
**Ascent:** 300 m **Descent:** 300 m  
**Distance:** 14 km **Time:** approx. 4.5 hours

**DAY 4** Today there are breathtaking views about the wild and lonely giants of Assynt. Below the Braebag summit it continues pathless to the so-called «Bone Caves». Via another pass we hike through the nature reserve of Inchnadamph.  
**Ascent:** 500 m **Descent:** 500 m  
**Distance:** 15 km **Time:** approx. 6 hours

**DAY 5** Goes on rough and arduous paths up to the Na h-Uidhe pass. From Loch na Gainmhich is doing a dreamlike Drive to Ullapool, the largest place in the Region.  
**Ascent:** 810 m **Descent:** 650 m  
**Distance:** 15 km **Time:** approx. 6 hours

**DAY 6** In the morning the ride goes past the Corrieshellach Gorge back in civilization. Transfer to Inverness Airport.  
**Transfer:** approx. 1h 30 minutes/approx. 100 km





# ***EQUIPPED FOR THE HIKE!***

## ***PACKING LIST FOR THE WOLFTRAIL***

- Daypack (min. 30-litre volume)
- Ankle-high hiking boots with treaded sole
- Water bottle (at least 1 litre capacity)
- Suitable hiking clothing (T-shirts, trekking trousers, hiking socks)
- Warm additional clothing (sweater, cap, gloves, fleece or softshell jacket)
- Wind- and waterproof jacket (with hood) and overtrousers
- UV protection
- Casual clothing and shoes for huts
- Headlight/torch
- Toiletries and personal medication
- Telescopic trekking poles
- Breathable functional underwear/clothing
- Rain cover for your backpack
- Photo equipment, binoculars
- Pocketknife
- Lunchbox
- Snacks (e.g. granola bar, drink powders etc.)
- Earplugs



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