

Gordon Pearson - WOW Scotland Tours



WOW SCOTLAND REDISCOVERING THE SCOTTISH HIGHLANDS

"I was attracted to enterprise from an early age... the idea of making something from nothing, having no rules and doing your own thing."


A keen entrepreneur from an early age, Gordon Pearson cites selling sweets at school as the first £10 he ever made. His natural flair for enterprise led him to study BA Business at the University of Strathclyde in Glasgow, where he also worked with the Scottish Institute for Enterprise and the Strathclyde Entrepreneurial Network. Upon graduation Gordon undertook practical work experience in his favoured industry, travel and tourism, all the while nurturing an idea for his own business.

Gordon was eager to share his passion for Scotland and his love of the outdoors with others. In 2010 he established a venture which allowed him to do so - WOW Scotland Tours, an independent tour company based in Inverness. Gordon, his wife Kay and their established team of enthusiastic guides offer small coach tours and bespoke private experiences for tourists, catering to the needs of an international audience. Their excellent reputation has attracted media interest from around the world, including Sky TV, the Independent and the Houston Chronicle.

WOW Scotland Tours has gone from strength to strength and has received a number of accolades. It has remained one of Scotland's top tour guiding businesses on TripAdvisor since its inception. It was shortlisted as a finalist for the Discovering Scotland Award at the 2014 Highlands and Islands Tourism Awards, and Gordon was named Best Young Highland Ambassador at the same event the year prior. Keen to continue building on his success, Gordon remains committed to searching for the 'next big thing' for his business.

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