

Rewilding Tourism: Turning Big Ideas into Everyday Practice

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The lost art of doing nothing outside.

- Why time and space in nature matter now more than ever
- CampWild's model: low-impact, permitted wild camping & *prolonged time* on private, worked & protected landscapes
- A new approach to & a new definition of **access**: trust, simplicity, and respect
- Rewilding tourism isn't just about land. **It's about people.**

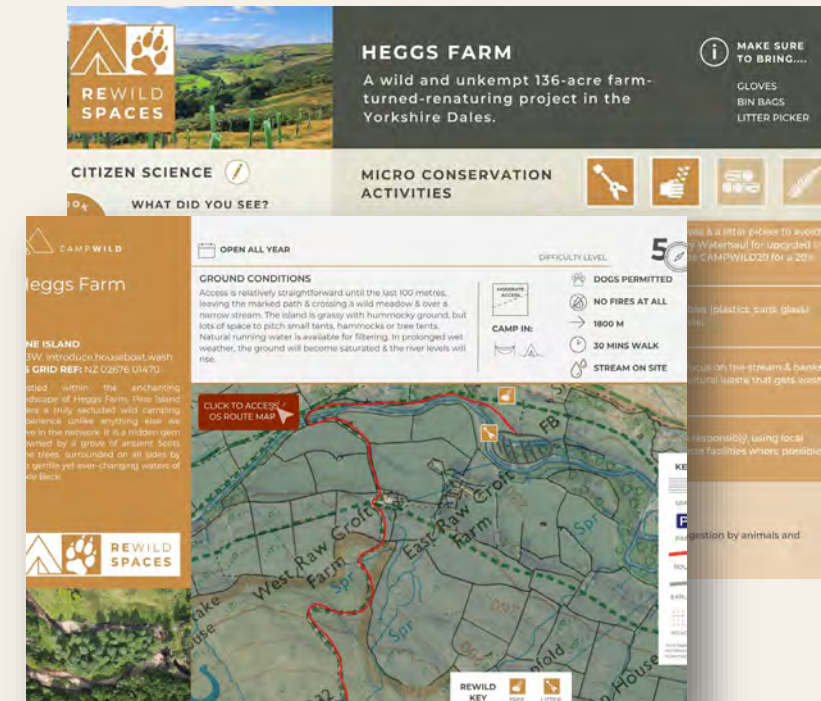
The Access Paradox

- The UK has land, but access to *time and space in nature* is rare
- Most outdoor activity is permissionless, commercialised, or fleeting
- A deep divide exists between those 'with' land & those 'without' land.
- **What's missing:** trusted, immersive, low-footprint permission to stay, learn & experience.



What Is Regenerative & Rewilding Tourism?

- Not expensive cabins, extensive infrastructure or curated luxury
- But instead simple, immersive, hands-on experience in real landscapes
- Lived experiences on working farms, rewilding, or conservation projects
- Citizen science, learning by doing, meaningful adventure





Transaction, as respect

- Payment creates shared accountability, not exploitation
- Landowners (host) feel safe to open up their land. Visitors (guests) feel trusted to stay.
- Builds custodianship at local level while enabling access
- Scalable trust is more powerful than scalable infrastructure



The real thing we are rewilding: time & space.

- Regenerative tourism is about rewilding people's habits as much as the landscape
- Time spent still in nature is proven to support mental wellbeing
- Extended stays build real connection to place, not quick consumption
- “Staying put” is now an act of meaningful reconnection



The 'both/and' approach: bridging cultures, not picking sides

- We don't need to pick between access, experience or education - all must happen
- Teach people *how & why* to use the land respectfully (outdoor literacy)
- Empower landowners to open land safely, at scale, regeneratively
- Private landownership isn't the enemy - *relationships* are the key



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The Opportunity Ahead

- Extended stays in nature recalibrate how people relate to place
- Remove gatekeeping from activities like wild camping & open-air recreation
- Build frameworks & policies that support scalable, zero-impact access to private land
- Foster partnerships that blend conservation, recreation, education & community benefit
- Shift focus from infrastructure to experience - low-cost, high-value nature connection



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(come find me at lunch for a chat)

