



routescape®

CREATING EXCEPTIONAL JOURNEYS



**Tailor-made journeys shaped by landscape,
culture and extraordinary hospitality.**

Founded by Neil and Zoe Kedward, the hoteliers behind multi-award-winning Seren Collection, Routescape is a bespoke travel company creating personalised journeys across Britain, Ireland, France and Italy. Drawing on their deep experience in luxury hospitality, Routescape invites guests to step beyond the expected and discover each destination in a more considered and meaningful way. Led by Chief Operating Officer Rachel Coffey who brings extensive international travel experience, Routescape combines operational expertise with a warm, intuitive approach to service, supported by a trusted network of local partners and guides to ensure every detail feels seamless, personal and quietly exceptional.





Why Routescape?

A more personal and meaningful way to experience the UK, Ireland, France & Italy.

Routescape was created for travellers seeking more than traditional luxury travel. Rather than checklist itineraries and standard touring routes, our team of Travel Specialists work closely with every client to build journeys shaped entirely around their interests, pace and personality.

With deep local knowledge and roots in luxury hospitality, we create experiences that go far beyond what travellers might discover on their own, opening doors to hidden places, remarkable people and unforgettable moments they may never even have imagined possible. Through long-standing relationships with independent hotels, guides, chefs and regional experts, every journey feels personal, immersive and deeply connected to place.

Key highlights

- Bespoke, tailor-made journeys
- Hospitality-led approach to travel
- A passionate and expert team of Travel Specialists
- Trusted local relationships and insider access
- Character-led hotels and experiences
- Food, culture and landscape at the heart of every itinerary
- 24-hour support throughout the journey

Journeys with a true sense of place

Travel shaped by the stories, landscapes and people that define a destination.

Every Routescape journey is designed to feel deeply connected to its destination, whether exploring the Highlands and Islands of Scotland, uncovering the heritage and landscapes of Ireland, discovering England's hidden historic villages and iconic landmarks, or experiencing the grandeur and charm of the Loire Valley.

Our Travel Specialists balance iconic experiences with the unexpected, weaving in moments guests would rarely discover independently. Journeys can be brought to life by carefully pairing you with experienced private guides whose knowledge, insight and passion create a richer understanding of every place. Your accommodation is carefully selected for its character, hospitality and exceptional food.

At Routescape every experience is thoughtfully shaped around the traveller, creating journeys that feel immersive, personal and truly unforgettable.

Experience highlights:

- Heritage and genealogy journeys
- Culinary, wine and spirit experiences
- Scenic rail and road journeys
- Outdoor adventure and wellness
- Local historians, guides and artisans
- Exclusive and behind-the-scenes access

Journey inspiration:

- Grand touring itineraries
- Culinary and coastal journeys
- Heritage and cultural exploration
- Scenic rail experiences
- Whisky and wine journeys
- Outdoor adventure and wellness escapes
- Literary, film and storytelling-inspired travel





Hospitality at the heart of every journey

Exceptional hotels, outstanding food and deeply personal service.

Founded by experienced hoteliers and restaurateurs, Routescape brings a unique hospitality perspective to luxury travel design. Our carefully curated hotel and restaurant partners are chosen not only for quality, but for character, warmth and a strong sense of place, creating journeys that feel seamless, personal and genuinely memorable.

From iconic luxury hotels to hidden countryside retreats, every stay is selected to enrich the wider journey experience.

Key highlights:

- Independent luxury hotels
- Michelin-recognised dining
- Character-led properties
- Seamless guest experience
- Strong local relationships

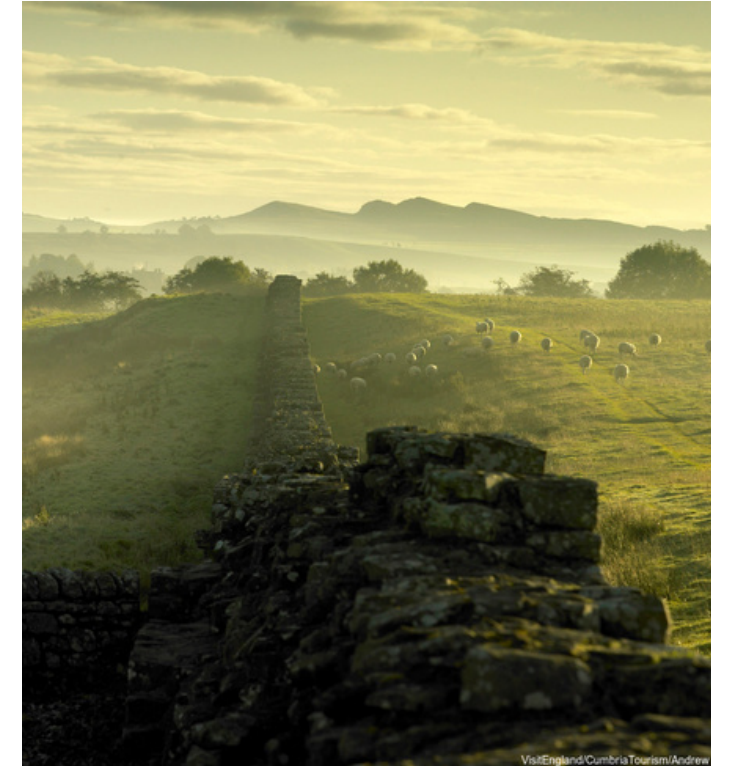
Responsible & considered travel

Travel designed with care for place, people and community.

Routescape believes travel should feel considered, never rushed, rooted in respect for the places we move through and the people who call them home. Journeys are designed to encourage deeper connection, longer stays and more meaningful engagement with local communities, landscapes and culture. Where possible, we prioritise independent businesses, local expertise and lower-impact ways of travelling, helping guests experience destinations more thoughtfully and authentically.

Key highlights:

- Preference for independent businesses
- Lower-impact route planning
- Local guides and regional expertise
- Support for local economies and communities
- Nature and conservation-led experiences



Working With Travel Advisors

Flexible partnerships designed around exceptional travel experiences.

Trade support:

- Tailor-made itinerary planning
- Fast turnaround on enquiries
- 24-hour guest support
- Client-ready itineraries
- Dedicated advisor support

Commercial structure:

- Commissionable bookings available
- Net rate partnerships available
- Flexible partnership structures depending on market and product
- Commission honoured across accommodation and journey elements

Key advisor benefits:

- Fully bespoke itineraries
- Local expertise and insider access
- Seamless end-to-end journey planning
- Trusted luxury hospitality network





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