

# The Wilderness Group launches Wilderness TV

The Wilderness Group, which operates in many remote environments, has launched its own digital platform and transformed it into a virtual training environment for staff, which demonstrates techniques and standards in all aspects of hospitality and allows staff to log on when convenient.



WILDERNESS TV

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Furthermore Wilderness TV, complete with its own jingle, is essentially the company's own internal "YouTube" and, while used primarily as a training tool, has also seen rapid development as a fast and effective communication platform, empowering staff and allowing them to see what is happening in other countries and operations within the Wilderness Group instantly and graphically.

This is said to be revolutionary in the remote environments in which it operates - the forests of the Congo Basin, savannahs of Botswana, deserts of Namibia and other far-flung destinations.

## Eventually accessible to clients

Aside from a training and communication platform for staff, it is also envisaged that Wilderness TV will eventually be made accessible to guests in some of the camps as a way of sharing even more interpretive detail of the local environment, partnerships and unique features, as well as some of the group's staff and conservation success stories.

Wilderness TV will also be hosted on a new online portal 'The Wilderness World'. This platform will shortly be made available to travel partners across the world, allowing them to log in and learn more about the group. Agents already have access to the 'We are Wilderness' blog, which will feed into the portal as well as the notice board, offering camp news and general news about the company and its non-profit organisations. All users will be able to provide feedback and also to hold their own discussions about the content they see.

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