

PURE ONE

ADVENTURES WITH A TOUCH OF
STYLE!



WELCOME

At **Pure One Group**, we create unforgettable travel experiences designed just for you. Whether you are seeking adventure, cultural immersion, or a perfectly crafted holiday, we bring together the best of lifestyle and exploration.

As a specialist tour operator, we offer tailor-made trips and group adventures that take you beyond the ordinary. From hidden gems to iconic destinations, our holidays are designed to be personal, seamless, and full of discovery.

As a **family-run business**, we believe that travel should be inspiring, stress-free, and filled with meaningful moments. Let us take care of the details while you focus on making memories that last a lifetime.

Start your journey with Pure One Travel today!





ADVENTURES WITH A TOUCH OF STYLE

Designed for modern explorers and executives aged 23 to 49, Pure One Group redefines the traditional package holiday, offering experiences that focus on lifestyle, exploration, and the finer touches.

Our flexible packages cater to a range of travel durations, ensuring that every journey is built around unforgettable moments, such as:

- Surfing in exotic locations
- Trekking through breathtaking landscapes
- Immersing in rich cultural experiences
- Savouring world-class culinary delights

At Pure One Group, it is not just about the length of the trip - it's about the extraordinary moments along the way.

OUR BRANDS

At **Pure One Group**, we believe that travel should be more than just a journey - it should be a **transformative experience**. That's why we have created a collection of specialised brands designed to offer **unique, high-quality lifestyle adventures** tailored to different types of travellers.

From **personalised global explorations** to **immersive cultural journeys, educational travel, travel media** and **thrilling surf expeditions**, our brands ensure that every traveller finds an experience that resonates with their passion for discovery.

Pure Vacations



Pure Pilgrim



Pure One Travel



Pure One Inbound



Ocean Fever



TOUR OPERATION BRANDS



Pure One Travel

With a strong focus on creating moments, Pure One Travel offers carefully designed, unique journeys that allow travellers to explore the world in a truly exceptional way.



Pure Pilgrim

Through Pure Pilgrim, we guide travellers in small groups on immersive cultural and historical journeys, providing opportunities to dive into the past and forge deeper connections with the world around them.



Pure One Inbound

Operating as Pure One Inbound, we enhance the experiences of student group tourists eager to discover the UK and Europe, offering insightful and educational travel opportunities.



Ocean Fever

For those drawn to the waves, Ocean Fever is our specialist surfing tour operator, co-founded by Wesley Baker and Ben Gravy, delivering thrilling, expertly crafted surfing adventures across stunning destinations.

TRAVEL MEDIA

At Pure One Group, we bring together inspiring travel content and seamlessly curated package experiences to elevate the way our customers explore the world.

Pure Vacations is our dedicated travel blog platform, featuring over 1000 unique articles that attract substantial organic traffic and offer valuable customer insights.

By blending engaging travel content with expertly curated travel bookings, we create an immersive and informative platform for travellers worldwide.

We also run several travel-related **Podcasts**.



MEET OUR FOUNDER

With a career spanning travel and tourism, medical devices, AI, software, airlines, manufacturing, leisure and space technology, **Wesley Baker** is a visionary entrepreneur with a passion for the travel industry alongside his love of surfing.



Wesley launched his first gaming software business at just 14 and entered the travel industry in the mid-1980s. He gained industry expertise through senior roles at Thomson Holidays, then the world's largest travel company, before founding the world's most dynamic surf travel company, taking over 200,000 surfers to 49 destinations. Wesley has also launched airlines and been CEO of multiple travel and non-travel businesses throughout his career; he has worked in all areas of tour operation, including as an overseas representative. He is a veteran of the travel industry, one of the originals who paved the way in the UK.

Recognised as a leader, Wesley has been featured in Forbes, The Times, BBC, CNN, CBS, and RTL News, and has written for international publications. A Fellow of the Institute of Travel and Tourism and Senior Member at the Institute of Directors, he is a sought-after keynote speaker and a regular guest on global travel podcasts, where he also hosts several shows with thousands of followers.

MEET OUR TEAM

PRODUCT DEVELOPMENT
Arabella Baker



CEO AND FOUNDER
Wesley Baker



FINANCE & OPERATIONS
Jane Baker



CUSTOMER SERVICE
Lauren Hoyland



DIRECTOR CX
Dan Pratt



SCHOOL GROUPS
Dr Bing Tian



WEBSITE MANAGER
Subash Aryal



WE ARE A PTS MEMBER

Pure One Group Ltd are proud members of Protected Trust Services (PTS), operating under **Membership Number 5588**. Our affiliation with PTS ensures that all travel plans are secure, transparent, and financially protected, giving you peace of mind.

What is Protected Trust Services (PTS)?

Protected Trust Services (PTS) is a leading membership network for UK travel businesses, dedicated to ensuring the highest standards of protection and financial security for customers and our suppliers. By being a PTS member, the company adheres to strict guidelines that prioritize the safety and satisfaction of our clients. PTS membership provides us with access to a trust account system, which guarantees that all customers' payments are fully protected.

What Does PTS Membership Mean for You?

- **Financial Security:** Every penny paid to Pure One Group Ltd is held in a secure trust account.
- **Transparency:** Our membership with PTS allows us to offer complete transparency in our financial transactions. This ensures there are no hidden risks.
- **Industry Compliance:** Pure One Group Ltd is committed to complying with all industry regulations and standards. Our PTS membership signifies our dedication to maintaining these high standards, ensuring that we deliver the best possible service to our customers and suppliers.

PTS



CONTACT US

CUSTOMER RELATIONS

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