Go Wild Wilderness Adventures Launches Guided Hiking Experiences in Rocky Mountain National Park

Go Wild Wilderness Adventures, a locally owned outfitter, launches in Estes Park, CO, offering guided hiking and backpacking in Rocky Mountain National Park.



Go Wild Wilderness Adventures

ESTES PARK, CO, UNITED STATES, September 15, 2026 / EINPresswire.com/ -- Go Wild Wilderness Adventures officially launches today, offering fully licensed, insured and professional guided hiking experiences in and around Rocky Mountain National Park. The company was founded by Shane Richardson, who spent nearly a decade working inside the adventure travel industry before building a company of his own.

Shane started Go Wild around a simple idea: help people disconnect from daily routine and reconnect with nature. Every trip is led by Colorado-based guides trained above standard industry requirements, and shaped by real, on-the-ground expertise, with the company working in close coordination with Rocky Mountain National Park itself.

"I've spent nearly ten years in this industry, and I wanted to build a company rooted in what I've learned," Richardson said. "Go Wild isn't trying to be everywhere. We're trying to be the best guided-hiking company in one place, with guides who actually know this Park, these mountains and this community."

Go Wild is a hyperlocal, founder-led operator, part of a broader shift in outdoor tourism as more travelers seek out smaller companies with real expertise and direct ties to the destinations they visit. Go Wild sees itself as a community partner invested in the long-term health of the region it operates in.

At launch, Go Wild offers a range of trip formats to match how guests want to experience the Park, including guided day hikes, multi-day backpacking, basecamp and lodge-based trips, along

with fall color and snowshoe trips launching this winter.

Go Wild Wilderness Adventures is now booking trips for the upcoming season, including winter snowshoe adventures. Travelers can book directly at gowildwildernessadventures.com. Go Wild is powered by Wayward, a booking, CRM, and operations platform built for adventure travel operators.

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About Go Wild Wilderness Adventures
Go Wild Wilderness Adventures is a hyperlocal, founder-led guided-hiking company based in Estes Park, Colorado. Founded by Shane Richardson, Go Wild offers guided day hikes, multi-day backpacking, basecamp and lodge-based trips, seasonal snowshoe adventures in and around Rocky Mountain National Park, led by locally based, professionally trained guides. Go Wild is fully licensed and insured.

About Wayward
Founded in 2018, Wayward is a technology and marketing company serving the adventure travel ecosystem, from individual tour and adventure operators to the destination marketing organizations and convention and visitors bureaus that promote them. Its platform combines direct booking tools, guest management, and trip operations software, alongside tourism mapping and marketing services built for the destinations and organizations that support the travel industry regionally. Learn more at wayward.travel.

Shane Richardson
Go Wild Wilderness Adventures
+1 970-800-1270
shane@gowildwildernessadventures.com

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