

Alpaca Adventure lands prestigious regional award

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An enterprising local woman who runs an alpaca-walking business is celebrating after winning a prestigious award.

Wendy Williams, who runs Alpaca Adventure just outside Shaftesbury, scooped the Animal Attraction of the Year accolade at the South England Prestige Awards 2022 ceremony.



Wendy Williams, of Alpaca Adventure just outside Shaftesbury, proudly shows off her Prestige Award

Wendy, who founded the attraction nine years ago on her farm in the hamlet of Hugglers Hole, near Shaftesbury, said the award took her by surprise.

“I was a bit overwhelmed to be honest,” Wendy admitted. “It’s just nice to know that someone chose to nominate my small business. For a very small business this is a major achievement.” The Prestige Awards celebrate the businesses, and business owners, who consistently offer excellent products and services to local residents and tourists.

Wendy, who has lived at Hugglers Hole for 23 years and was originally a pig farmer, beat 30 other businesses in the South of England category, to triumph in her category. There are 30 alpacas on her farm, and customers pay to walk the alpacas around her fields in the fresh air.

“The alpacas are cute, they are fluffy and they have a lovely temperament,” explained Wendy. “You cannot look at an alpaca and not smile.

“I can accommodate up to 12 visitors at a time on the farm, with one person per alpaca. I start off with a little talk about the alpacas, then I show them round the field with them. They can take selfies with the alpacas and give them a cuddle.”

Wendy, who also takes her alpacas to local care homes to greet residents, said she celebrated her award “with a cup of tea”.

Find out more about Wendy’s herd at www.alpacaadventure.co.uk