

# Hi-Tec Encourages Brits To Be Inspired By Life On A Walking Holiday This Summer

Submitted by: Propellernet

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On the first week of the summer holidays, and with plenty of last-minute bargains still to be snapped up as travel firms compete for bookings, leading walking boots manufacturer Hi-Tec (<http://www.hi-tec.com/uk/>) recommends Europe's top five destinations for a family walking holiday.

The award-winning outdoor brand truly lives by its strapline 'Inspired by Life' and is therefore urging British families to venture out, abroad or at home, and witness the natural beauty on offer in some of the continent's finest holiday destinations.

The top five list comprises Ardeche in France, Umbria in Italy, Lindos on Rhodes, Mayrhofen in Austria and Cornwall, England. The five destinations offer a real mix of holiday-types but all have stunning walking routes in common. Trips can be booked via HF Holidays; Hi-Tec's walking holidays partner.

Ardeche, in France, is perfect for leisurely family walks; while adults can appreciate the rolling Ardechois hills and views of the Rhône Valley, children are sure to love the unique experience of walking with a friendly donkey companion alongside! The region is dotted with charming guesthouses to rest up in and is renowned for its wine production, which is sure to keep adults smiling after a day trekking.

For those looking for more of a traditional-holiday feel, Umbria in Italy could be the perfect destination. As well as mouth-watering cuisine, warm sunshine and plenty of history to explore, the rolling foothills of the Appenines can be found close-by, offering a range of family-friendly walking routes, as well as more challenging ones.

Extreme sun-seekers should consider Lindos, on the Greek island of Rhodes. A week's holiday can incorporate stunning beaches, Greek history and delicious food as well as off-the-beaten-track walks on unspoilt mountains and through traditional villages.

For those less tempted by the heat, Austria's Mayrhofen is a resort jam-packed with active options for energetic families. Guided walks will take families through the Zillertal Alps, with cable-cars and chairlifts ensuring that everyone gets fantastic Alpine views. Other activities on offer in the region include abseiling, tubing and rafting.

Last but, of course, not least is Cornwall, England. The south-west corner of England has a plethora of beautiful sights to discover and the Cornish coastline is not to be missed. Families can spend days trekking along breath-taking cliffs and beaches, and evenings relaxing in traditional seaside towns such as St Ives.

Helen Durant, UK Marketing Manager at Hi-Tec, says: "We're so fortunate in England; there are lots of beautiful walking destinations on our doorstep, and even more just a short journey away in Europe.

"We'd really encourage families to get out there this summer and take in some of the sights on offer.

It's the perfect way to get active!"

For those needing some walking inspiration in the UK, Hi-Tec is collating stunning photos, captured on walks in the UK, in its Inspiring Walks gallery. Visit [www.hi-tec.com/inspiring-uk-walks](http://www.hi-tec.com/inspiring-uk-walks) to add your own or draw some inspiration.

-ENDS-

Notes to editor:

About Hi-Tec

Hi-Tec is probably one of the most passionate footwear companies around, obsessed with building instantly comfortable lightweight footwear for the Outdoors, Golf, and Court sport activities.

Hi-Tec is driven by a restless desire to ensure that people make the most of life. Its products are developed with the needs of the consumers in mind and innovations will be driven by the desire to understand how they're used.

Hi-Tec is a real brand, with real products, for real people.

We are Hi-Tec. We are Inspired by Life.

HF Holidays

Hi-Tec is partnered with the UK's largest walking and leisure activity holidays company, HF Holidays. HF Holidays, one of Britain's largest travel co-operatives, is committed to providing active holidays and shared experiences in areas of natural beauty, as well as putting something back into the countryside through donations to areas where their guests walk.

All destinations mentioned in this release are bookable through HF Holidays.

For more information, please contact:

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