

Hi-Tec's Inspiring Image Wall Set To Guide Families On Where To Walk Off Their Christmas Feast

Submitted by: Propellernet Ltd

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The website of iconic outdoor brand, Hi-Tec is offering families keen to walk off their Christmas dinner a source of inspiration this festive season, with its 'Inspiring UK Walks' image gallery.

The photo database has been developed since March 2011, by Hi-Tec customers submitting breath-taking images taken on their favourite walks around the UK. To date there are more than 700 stunning photos in the resource, taken at locations including Exmoor, The New Forest and Snowdonia and users can sort by county to find those relevant to their local area.

Google data* shows that for the past two years, searches for 'walking routes' have risen sharply as of December 25th, suggesting that Brits like to put on their walking boots (<http://www.hi-tec.com/uk/walking-boots.html>) and head to the outdoors after a festive feast.

Helen Durant, UK Marketing manager for Hi-Tec says: "Walking is a really great activity at this time of year; it offers the chance to spend time with loved ones and, even better, it's a great way to burn off a few of the extra calories that we're all guilty of consuming at Christmas!

"We sincerely hope that our Inspiring UK Walks database will encourage even more families to get outdoors this Christmas and discover some of the beauty spots in their local area."

Visit www.hi-tec.com/inspiring-uk-walks (<http://www.hi-tec.com/inspiring-uk-walks/>) for inspiration and information on walks in your local area, or to submit an inspiring photo to the database.

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Notes to Editors

For more information, contact:

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About Inspiring UK Walks:

Hi-Tec's Inspiring UK Walks image wall is the home of images from both official National Trust walks and from our site visitors' own inspirational walking experiences. Browse through the images either by beauty or by region to plan your next inspiring walk. Open the image for walk details and make sure you have your camera ready to take your inspired shot.

<http://www.hi-tec.com/inspiring-uk-walks/>

References:

*<http://www.google.com/trends/explore#q=walking%20routes&geo=GB&date=1%2F2010%2025m&cmpt=q>