

COUNTRY BREAK ITINERARIES

Location: 9 locations in Kent, West Sussex and Hampshire, United Kingdom

Client: Rural Ways/ Tourism SouthEast

Services: Marketing



Nine Country Break activity itineraries were created for the Rural Ways website

Project Objectives:

- The Rural Ways website, managed by Tourism South East, wanted to use outdoor activity itineraries to encourage sustainable tourism to support the rural economy.
- The Country Break itineraries needed to tell potential visitors about the range of walking, cycling and equestrian activities available and inform them about where they could stay, eat and drink, ideas for days out, what speciality local produce to buy and how to travel around without the car.

Our Recommendations:

- The first task was to find destinations with a good enough network of footpaths and bridleways to attract a short break visitor, but which didn't already have a problem with too many visitors.
- We worked with local communities to produce Country Breaks for The Blean, Cranbrook with the Seven Wonders of the Weald and Romney Marsh in Kent; Ardingly, Midhurst and Pulborough in West Sussex and Alton, Alresford and Stockbridge in Hampshire.
- Acorn worked closely with web designers, Dot Tourism, to create a template for the itineraries that could be updated by local communities or used by other destinations to create their own Country Breaks. View our Country Breaks at www.ruralways.org