



adventure  
by **AE**

*The Cotswolds*

Advisor Selling Guide

# At a Glance



6  
COUNTIES OF  
ENGLAND

102  
MILES OF THE  
COTSWOLD WAY

**BEST KNOWN FOR**  
Honey-stone villages & rolling hills

**SYMBOL**  
Cotswold Lion Sheep

**SWEET TREAT**  
Afternoon Tea & Scones

**IN 5 WORDS**  
History, heritage and countryside charm

## Highlights

- Honey-stone villages. Storybook streets. Proper Cotswolds charm. Wander historic market towns, tucked-away lanes and some of England's most photogenic countryside.
- Big views. Gentle pace. Beautifully planned. Walk or cycle rolling hills, hidden valleys and peaceful routes, with the Cotswold Way linking one characterful village to the next
- Come hungry. From farm-to-table dining and artisan producers to cosy pubs and award-winning restaurants, the Cotswolds delivers serious flavour.
- Country first. Cities close behind. With Bath, Oxford, Stratford-upon-Avon and London all within easy reach, it's simple to blend countryside, culture and iconic English history in one seamless trip.

# How to position

**The English countryside that your clients are already picturing.**

Honey-stone villages, rolling hills, country pubs and timeless market towns. The charm clients hope still exists.

## Position it as:

- The classic English countryside experience
- A relaxed active escape, not a strenuous trekking trip
- A natural extension from London, Bath or Oxford
- A fresh alternative for clients who love Tuscany, Provence or the Loire
- A destination that feels local, personal and beautifully unrushed



# The Cotswolds is for



## Active Couples

Effortless romance. Built in. Scenic walks by day, beautiful inns by night, and just the right mix of village charm, private moments and exceptional food — we'll shape the pace around them.



## Empty Nesters or Retired Explorers

Slow travel. We bring together local history, handpicked stays and thoughtfully designed hiking and biking routes, so clients can explore deeply without ever feeling rushed.



## Multi-Generational Families

Everyone engaged. No one left behind. Easy walks, characterful villages, flexible days and memorable shared experiences — with the logistics already thought through for every generation.



## Clients Who've "Done Italy or France"

Something fresh, but still beautifully European. For clients ready to go beyond the obvious, the Cotswolds delivers stunning countryside, authentic culture and understated luxury.



# Featured Experiences

**Cotswold Experience**  
**Meet a Local Aristocrat**

Visit a traditional English manor house, relatively unchanged for nigh on 400 years. Experience the warm, relaxed welcome in what is still to this day, a family's day-to-day home.



## Cotswold Experience English Sheepdog Demonstration

Observe as a highly trained sheepdog responds instantly to a series of calls, whistles and commands from their handler, guiding a flock of sheep with incredible precision and speed. And then comes the fun part, you don't just watch. With a bit of guidance, you'll have the chance to step in and try it yourself!



## Cotswold Experience Dawn Chorus

Step out before the villages wake for a guided dawn walk through quiet Cotswold lanes, meadows and woodland edges, as birdsong builds across the hills. Along the way, learn how habitat loss has shaped local bird populations – and how conservationists, landowners and communities are working to revive wildflower meadows, restore hedgerows and bring vital habitats back to life.





## Cotswold Experience Seasonal Foraging

If you know where to look, the Cotswolds are full of flavour, and this is one of our favourite ways to discover it. With an expert guide, you'll head off the beaten path, learning how to spot edible delicacies.

# Sample Itinerary

## Day 1 – Oxford – The City of Dreaming Spires

Meet your guide in Oxford and begin with a walking tour of the city, introducing its colleges, lanes and long academic history. After time to absorb the atmosphere, transfer into the Cotswolds and settle into your hotel in Broadway. The afternoon brings a gentle walk up to Broadway Tower, with wide views across the surrounding countryside. On a clear day, it is said you can see as many as sixteen counties spread out across England and Wales.

## Day 2 – On the Cotswold Way

Walk along a classic stretch of the Cotswold Way towards Chipping Campden, arriving in time for refreshments in the town that marks the route's traditional starting point. Linking this small, North Cotswold town with the city of Bath, the 102-mile National Trail winds through some of the most scenic landscape in England. In the afternoon, continue on foot or by short transfer to Hidcote Manor Garden, one of England's most influential Arts and Crafts gardens.

## Day 3 – The highest point of the Cotswolds

Today explores higher ground with a walk towards Cleeve Hill, the highest point in the Cotswolds, offering expansive views across the escarpment. Visit Belas Knap, a Neolithic long barrow – over 5000 years old – before stopping for a relaxed pub lunch. The afternoon features a private tour of Sudeley Castle, followed by a transfer south to Painswick – known as the 'Queen of the Cotswolds'

## Day 4 – In the footsteps of Laurie Lee

Walk through the Slad Valley, whose gentle lanes and meadows were immortalised in Laurie Lee's memoir Cider with Rosie. The landscape described in his writing remains largely unchanged. Lunch is taken at the Woolpack Inn (be sure to rest a while in Lee's favoured place) before an afternoon private tour of Painswick Rococo Garden, known for its playful design and seasonal planting. The remainder of the day is left free to relax at the hotel.

## Day 5 – Westonbirt Arboretum & Bath

Transfer to Tetbury to explore Westonbirt Arboretum, home to one of the finest collections of trees in the world. Continue onwards to Bath, arriving in time for lunch and an afternoon walking tour of the city, covering its Roman origins and Georgian elegance. Bath is the only city in the UK designated as a UNESCO World Heritage Site for its entire urban area. The final evening includes a group dinner at the hotel.

## Day 6 – Departure or Extension

After breakfast, depart or extend your stay in Bath or London

# We know the Cotswolds

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“The Golden villages of the Cotswolds are easy to find. The perfect route between them? That’s us — planned, paced and polished before your clients even land.”

*Gaby*

Commercial Director



# Accommodation

## The Painswick

A stunning boutique hotel located in the picturesque village of Painswick, often referred to as the “Queen of the Cotswolds.” Originally built in the late 18th century at the height of the wool trade, The Painswick is a snug, cosy bolthole in the countryside.

**LOCATION**

Central Cotswolds

**STYLE**

Prestige

**PRICE**

££££



## Calcot Manor & Spa

With characterful rooms, a standout spa and plenty of space to walk, cycle and unwind, Calcot is a brilliant base for clients who want the countryside to feel restorative. Set in 220 acres of rolling Cotswold countryside near Tetbury.

**LOCATION**

Central Cotswolds

**STYLE**

Luxury

**PRICE**

£££££



## The Bird, in Bath

Full of colour, character and cosy comfort, The Bird works beautifully as a city stopover before or after the Cotswolds – lively, relaxed and perfectly placed for exploring Bath’s Georgian streets, restaurants and heritage

**LOCATION**

Southern Cotswolds

**STYLE**

Prestige

**PRICE**

££££



## Foxhill Manor

An intimate private-house hotel set within the Farncombe Estate near Broadway, with just eight individually designed bedrooms and sweeping Cotswold views. Foxhill feels like a polished country house party

**LOCATION**

Northern Cotswolds

**STYLE**

Luxury

**PRICE**

£££££



# What are partners say

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“Collaborating with Adventure by AE for our Cotswold trip was a truly seamless experience from planning through execution.”

*McKenzie*

Agent & Tour Operator



# Practicalities

## Arrival airports

London Heathrow is the smoothest international gateway. Transfer to the Cotswolds in 1h 30m to 2h 30m.

## Transfer realities

The Cotswolds look close on the map, but rural roads need smart planning.

## Trip length

5–7 Nights is ideal, without overfilling an itinerary.

## Activities

Think guided village walks, gentle hikes, cycling or e-biking, and morning yoga.

## Activity level

Easy to moderate. We can soften, shorten or elevate each day depending on the group's energy and appetite for adventure.

## Pairing Opportunities

A natural fit with London, Bath, Oxford or Stratford-upon-Avon. Blend countryside charm with iconic English culture.





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