



HF Holidays Press Release 20 April 2021

HF HOLIDAYS LAUNCHES A BRAND-NEW SHROPSHIRE GUIDED TRAIL FOR 2022

A NEW LINEAR ROUTE JOURNEYING THROUGH THE MOST SPECTACULAR SECTIONS OF THE SHROPSHIRE HILLS AREA OF OUTSTANDING NATURAL BEAUTY.

HF Holidays are pleased to announce the launch of a brand-new UK trail to their already abundant collection. This latest addition is a 7-night centre-based guided holiday with an itinerary unique to HF Holidays, taking in the stunning sections of the iconic Shropshire Way, though following a more linear route. This new route takes in the main points of interest synonymous with this long distance path, as well as added wildlife stops and local geologists gems, hidden in the hills and historic towns it passes through.

Guests walk an average of 12 miles each day with a free day to explore on day four. Famous summits and landmarks include sites such as Stiperstones Ridge, Caer Caradoc and Wenlock Edge (A Site of Special Scientific Interest) where the limestone ridge is actual remains of an ancient coral reef. The final leg reaches the medieval town of Ludlow, climbing the Giant's Chair to Titterstone Clee Hill. The wildlife and views this trail provide are breath-taking, with red kites and red grouse regularly seen, and showcases the magnificent scenery and views of the Shropshire Hills AONB and Welsh Border.

The holiday also takes walkers to the highest point in Shropshire, down hidden valleys, passes the Midland paragliders launch point, as well as one of the oldest breweries in the UK. Walkers return to HF Holidays country property, Longmynd House after each day of walking.

There are three schedule departures for 2022 beginning on 20 May 2022, with further dates in August and September in 2022.

Unlike other holiday providers operating this trail, HF Holidays offer a guided experience on a full board basis and a unique trail route.

NEW: A SHROPSHIRE WAY GUIDED TRAIL HOLIDAY

Holiday Highlights

- Top of the world feeling visiting all the highest points of the Shropshire Hills AONB
- A stunning linear route journeying through the most spectacular sections of this Area of Outstanding Natural Beauty
- Discover a wealth of wildlife and a geologist's heaven along the way



- Begin with the myths and legends of the Stiperstones and end in historic black-and-white Ludlow
- All meals included and comfortable en-suite accommodation
- Guided walks each day led by an experienced HF Walk Leader
- **INCLUDES:** 7 breakfasts, 7 lunches, 7 evening meals, en-suite accommodation at HF Holidays country property, Longmynd Hall, guided walks each walking day, experienced HF Holidays Walking Leader, all transport to and from the walks.
- **Prices from: £999pp / Nights: 7 / Walking Grade 3:**

Departures: May, Aug & September 2022

For full details visit: [hfholidays/aShropshireWay](https://hfholidays.co.uk/aShropshireWay)

FOR MORE ON UK TRAILS AND ISLAND HOPPING HOLIDAYS VISIT: [hfholidays/trails](https://hfholidays.co.uk/trails)

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Notes to Editor:

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- All prices correct at time of going to press and subject to availability and change.
- Founded in 1913, HF Holidays is the largest UK travel Co-operative Society.
- HF Holidays has 18 country houses in the UK's National Parks and Areas of Outstanding Natural Beauty as well as independent hotels for overseas holidays.
- Sociability is at the heart of every HF Holiday.
- Most HF walking holidays are led by a team of volunteer leaders
- HF holidays are ideal for solo travellers, couples, or small groups.
- Families have an exclusive programme of holidays available, during the school holidays.
- Larger groups (8 or more people) such as groups of friends, large family groups, members of clubs /societies can enjoy special savings.



- Guests do not need to be a member of the HF Holidays Co-operative in order to join their holidays; all are welcome. There is a non-member fee of £20 per person.
- HF Holidays are suitable for all fit and active adults including solo travellers, couples, or small groups. There are also some dedicated UK holidays for families with children. Guests travel as part of larger group, making them a great way to meet and socialise with new people.
- Larger groups (8 or more people) such as groups of friends, large family groups, members of clubs /societies can enjoy special savings
- The HF Holidays Pathways Fund provides assisted holidays to those who could not otherwise afford one. In addition, since 1998, the fund has helped to protect and improve the countryside where HF Holidays' guests walk. This is achieved through generous donations from HF Holidays' members and guests.
- HF Holidays has a host of accolades under its belt including: Staycation Award for Family Friendly Venue 2019, Which? Recommended Provider for Escorted Tours 2019, Silver Travel Awards Best Activity Tour Operator 2019, Telegraph Travel Awards Runner Up 2019, Feefo Gold Service Award in 2019, Which? Recommended Provider status for 2012 - 2019; voted Best Large Tour Operator by Guardian and Observer readers 2010-2014; and Best Large Short Break Operator 2011-2014.
- HF Holidays is committed to responsible tourism and is a member of ABTOT and ATOL protected.
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