



**HF Holidays News Release – 24 September 2019**

## **HF Holidays named Company of the Year at AWTE awards 2019**

HF Holidays, the guided walking and activity tour operator has been awarded the Company of the Year at the 2019 AWTE annual awards. The Company of the Year category recognises companies that have shown their support and commitment to equality on their board and within their management structure.

HF Holidays has a strong female presence on its volunteer board of directors, including its Chair and President, and two newly elected board members. Its Senior Management Team also has a 50/50 gender split; a significant change over recent years. They have shown a real commitment to diversity across the senior teams.

Commenting on this accolade, Michelle Laverick, Head of Sales, Marketing & Membership, said, 'we are thrilled to be the winners of this fantastic accolade this year. HF Holidays are proud of the work which has been happening over the last few years driving the business forward and being recognised for this makes it even more worthwhile'.

**ENDS -**

**Notes to Editor:**

**Contact: Hannah Garcia, PR & Partnerships, [hannahgarcia@hfholidays.co.uk](mailto:hannahgarcia@hfholidays.co.uk)**

- 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.
- 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: Which? Recommended Provider for Escorted Tours 2019, Silver Travel Awards Best Activity Tour Operator 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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