



HF Holidays News Release – SEPTEMBER 2019

HF Holidays launches a new collection of Special Interest holidays for 2020

Award-winning holiday tour operator HF Holidays has undeniably put the 'Special' into their Special Interest Holidays for 2020. Their new brochure is packed with an extensive range of activity breaks and discovery & sightseeing tours across the UK and Europe; with 28 brand new experiences and the introduction of celebrity expert guest leaders.

HF Holidays' NEW breaks include: Dancing with *Strictly* Come Dancing professional dancers Karen Hardy and Flavia Cacace, cooking & walking in Puglia, yoga & culture in Tuscany, bridge on the French Riviera, classic book club Weekends, singing 'The Greatest Showman' and Disney classics or mastering new photography techniques with fly a drone breaks.

Prices start from just £229 per person for a 3-night UK break, including full board accommodation in an HF Holidays country house, offering excellent value for money.

The NEW holidays balance the existing popular range of Heritage, Garden, Discovery, Art & Craft, Singing, Music, Festival, Dancing, Mind & Body, Nature, Photography and Literary themed breaks, and show how HF Holidays are engaging and responding to their guests by providing them with even more variety.

Choice is important to HF Holidays which is why they offer a wide range of experiences suited to different levels, across a variety of locations at different times of year, with a range of durations, making their holidays ideal for solo travellers, as well as groups, couples and friends looking to spend time together.

UK Special Interest Holidays are run from their collection of 18 country houses located in the spectacular settings of national parks and areas of outstanding national beauty. The houses provide the perfect location to enjoy the great outdoors and also allow couples to stay in the same accommodation but enjoy different holidays; one person can take part in the Special Interest breaks while the other enjoys either guided or self-guided walks in the area each day. On 7-night holidays there is a free day for guests to enjoy sightseeing or self-guided walking in the local area.



In Europe, the perfect partner hotels have been sought out not only to meet their high standards of quality and cuisine, but importantly to complement the activity; for example, their yoga break in Italy has a unique setting overlooking Lake Garda.

Rachel Ashburner, Special Interest Product Manager, shares her insight into the design of this year's collection, *'Experience-based holidays in Europe have been consistent top performers so we've expanded our range of ever-popular Heritage & Culture Discovery Tours and Cooking & Walking holidays so guests can really experience the flavour of Italy and Sicily. In the UK we're excited to introduce our photography customers to a whole new perspective through drone photography breaks alongside our existing photography breaks to capture the best landscape and wildlife locations in the UK. We're also delighted to introduce new dance professionals to our UK holidays – guests can be taught by former Strictly Come Dancing professionals Karen Hardy and Flavia Cacace on weekend dancing breaks at our country houses. Flavia will also be involved in our new Mind and Body retreats introducing her new DanceHiit sessions at some of our fitness and wellbeing retreats.'*

HOT PICKS:

UK:

Mind & Body Retreat - with special guest leader Flavia Cacace for a DanceHiit taster session – a fun dance aerobic workout which incorporates some *Strictly* moves! The break also includes taster sessions for yoga, Pilates, Tai Chi, walking and mindfulness meditation.

4 nights from £549 pp – Full Board staying at HF Holidays' country house in Selworthy, Somerset.

Book Club Weekends – a brand new range of UK weekend breaks focused on literary heroes and heroines such as Jane Austen and the Brontë sisters.

3 nights from £349 pp – Full Board; 3 breaks to choose from.

Greatest Showman Weekend – guided by a singing tutor, guests spend the weekend singing uplifting songs from the popular musical *The Greatest Showman*. No prior singing experience required – the focus is on having fun.

3 nights from £259 pp – Full Board staying at HF Holidays' country house in Derwent Water, Keswick.

Songs of the Sea – staying at a coastal location, guests learn and practice songs with a nautical theme from ancient sea shanties to more modern pieces. Suitable for singers of all abilities.



4 nights from £349 pp – Full Board staying at HF Holidays’ country house in Alnmouth, Northumberland.

Disney Soundtrack Weekend – guests learn and practice a selection of songs from Disney’s most popular films; for this fun weekend, no prior singing experience is required.

3 nights from £259 pp – Full Board staying at HF Holidays’ country house in Malham, Yorkshire Dales.

EUROPE:

Discover Sicily – a multi-centre tour which focuses on visiting historical sites and trying delicious regional cuisine. Highlights include visiting the archaeological park of Syracuse, trying the street food of Palermo, making chocolate, visiting a local house to make and taste regional food and wine tasting at a winery in Marsala.

7 nights from £1,859 pp including flights from the UK and transfers. Price includes 4 breakfasts, 4 lunches and 4 evening meals plus guided sightseeing.

Puglia Cooking & Walking - a wonderful combination of cooking traditional Italian food and sightseeing in an interesting and less-visited part of Italy. Highlights include learning to cook authentic local dishes at a cookery school, exploring an underground world of tunnels, cellars and granaries in Gravina and exploring Matera to learn of its fascinating history and see its cave-dwelling district.

7 nights from £1,779 pp including flights from the UK and transfers. Price includes 7 breakfasts, 4 lunches and 4 evening meals, 4 cooking lessons and guided sightseeing.

Yoga & Lake Garda - a week of practicing yoga in the tranquil surroundings of Italy’s Lake Garda. Guests stay at the lakeside Hotel Du Lac which has a wellness centre and swimming pool. Morning yoga sessions are followed by free afternoons for relaxation or to explore the local area.

7 nights from £1,239 pp including flights from the UK and transfers. Price includes Half Board accommodation and the services of an HF Holidays Yoga Leader.



Full details of HF Holidays' full range of Special Interest Holidays can be found at:

<https://www.hfholidays.co.uk/special-interest>

A copy of HF Holidays' new Special Interest Brochure can be downloaded from:

<https://www.hfholidays.co.uk/brochures>

- ENDS -

Notes to Editor:

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- Founded in 1913, HF Holidays is the largest UK travel Co-operative Society.
- HF Holidays offer walking and activity holidays around the UK and in over 70 destinations around the world
- 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.
- Over 50,000 customers travel with HF Holidays every year
- 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.
- Follow @hfholidays on [Facebook](#), [Twitter](#) and [Instagram](#)