



HF Holidays News Release – 1 July 2019

## **HF Holidays win Best Activity or Adventure Tour Operator four years in a row**

**Leading walking holidays tour operator HF Holidays celebrated success last week at the Silver Travel Awards by winning the Best Activity or Adventure Tour Operator award for the fourth consecutive year.**

Over 140,000 votes – a new record – were cast in this year’s Silver Travel Awards by the general public, who embraced the opportunity to recognise the travel companies, cruise lines and destinations that have delivered the very best service and most outstanding experiences for the over 50s traveller in the last 12 months.

Michelle Laverick, Head of Sales, Marketing & Membership, at HF Holidays said *“We are absolutely thrilled to be the winners of this award for the 4th consecutive year. The active and social nature of all our holidays are perfect for the Silver Travel audience, and with such strong competition this year we couldn’t be happier.”*

The winners for the 2019 Silver Travel Awards were announced at a glittering reception held at BAFTA in London’s Piccadilly on Wednesday 26 June, hosted by TV legend Dame Esther Rantzen.

Trophies for a total of 21 main award categories, including the new Best Beach Holiday Operator and Best Travel Agency, which were voted for by the general public, were then presented to great acclaim.

HF Holidays were also nominated in the Best Operator for the Single Traveller, and a popular choice for the ever-increasing solo traveller in the over 50s market which includes the Silver Travel Advisor members and are renowned for their sociability and friendly guided walking holidays. With 18 perfectly located country houses in the UK, all offer quality accommodation and are tailor-made for the walking and outdoor enthusiast with drying room and boot rooms.

It doesn’t stop there, their recently launched abroad brochure includes over 80 destinations in Europe and Worldwide. HF Holidays also offer Family Adventures and Special Interest themed activity holidays.



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**Notes to Editor:**

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- . Founded in 1913, HF Holidays is a co-operative society that has been organising outdoor holidays for over 100 years.
- . 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. Guests do not need to be a member of the HF Holidays co-operative in order to join their holidays; all are welcome.
- . 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.
- . HF Holidays has a host of accolades under its belt including: Which? Number one Recommended Holiday Provider 2018, Silver Travel Awards Best Activity Tour Operator 2018, Feefo Gold Service Award in 2018, Which? Recommended Provider status for 2012 - 2017; 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](#)