



HF Holidays News Release – 12 July 2019

HF Holidays named Which? Recommended Provider for Escorted Tours 2019

HF Holidays, the guided walking and activity specialist, has announced that they have received the **Which? Recommended Provider for Escorted Tours** for a third year.

The Which? ratings are all based on feedback received from their members. Only holiday companies which had at least 30 responses are reported on; the results are based on 8,315 Which? member experiences.

Carried out in March 2019, the survey focuses on Escorted Tour Providers used by UK residents. Escorted tours are classified as being holidays which have a set itinerary where all or most of the holiday is led by a dedicated guide. Which? members are asked to score holiday companies on a range of measures including value for money, customer service, accommodation, accuracy of tour description information and organisation of the holiday.

Commenting on this accolade, Michelle Laverick, Head of Sales, Marketing & Membership, said, *'We are delighted to receive this accreditation again from Which? members. We recognise how great our holidays are in the UK and around the world and this award is recognition of all the hard work which goes into organising every HF holiday. The achievement of this rating means that customers can book with HF Holidays secure in the knowledge that they will be travelling with a trustworthy tour operator which delivers great value, quality holiday experiences.'*

- ENDS -

Notes to Editor:

Contact: Hannah Garcia, PR & Partnerships, hannahgarcia@hfholidays.co.uk

- Founded in 1913, HF Holidays is the only 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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