



## News Release

Embargoed until 28<sup>th</sup> June

### **HF Holidays have been awarded Which? Recommended Provider**

HF Holidays - a British co-operative with over 100 years of experience - beat off stiff competition from household named travel agents and tour operators to be chosen as a Which? Recommended Provider for Holiday Companies in 2017.

The UK's leading walking and outdoor holiday specialist, HF Holidays was commended for its outstanding customer service record and awarded five stars across the board. An incredible 87% of respondents who had used HF Holidays said they would book with them again. One customer commented: "What attracts me most is the standard of accommodation, the level of organisation, the walks offered and that I will be travelling with like-minded people."

Every year over 60,000 guests choose to travel with HF Holidays to destinations all over the world, which makes them Britain's largest walking and outdoor leisure holiday specialists. Besides owning and operating 18 country houses in the most beautiful nature spots, the co-operative society has obtained Gluten-Free Accreditation for all of them from Coeliac-UK, making it the only British holiday provider to do so.

Jim Forward, Chief Executive at HF Holidays, said: "We are absolutely thrilled with the Which? Holiday Companies survey results and is a testament to the hard work, passion and enthusiasm of our team.

"We are totally committed to delivering an unrivalled walking holiday experience and helping people enjoy the great outdoors. We will build on this achievement with fresh enthusiasm and ideas ensuring HF Holidays continues to delight customers."

For more information on HF Holidays, please visit [www.hfholidays.co.uk](http://www.hfholidays.co.uk) or call 0345 470 7558.

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**Notes to Editor:**

- . Founded in 1913, HF Holidays is a co-operative society that has been organising outdoor holidays for over 100 years.
- . 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: Silver Travel Awards Best Activity Tour Operator 2017, Feefo Gold Service Award in 2017, Which? Recommended Provider 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.
- . HF Holidays is the only UK holiday provider to hold a Gluten-Free Accreditation from Coeliac UK with all 18 of its country houses officially holding this GF accreditation.
- . Follow @hfholidays on [Facebook](#), [Twitter](#) and [Instagram](#)