



News Release  
HF0155

### **HF Holidays' big vision hits television**

Leading walking and activity holiday provider, HF Holidays', new television advert is set to hit screens this festive period.

This will be the first time for twenty years that the leading walking and activity holiday company has chosen to advertise on national television, selecting channels that index highly for the target age group and timed to peak season. The brand-focused creative is designed to drive engagement and encourage footfall to HF Holidays' website.

The holiday company has gone from strength to strength in recent years and is delighted to be launching its aspirational advert on Boxing Day across a number of national channels including More4, Home, and The Travel Channel.

Jim Forward, Chief Executive of HF Holidays, said: "We are delighted with the creative as it showcases everything that is great about our customer proposition, from our incredible worldwide walking breaks to our stunning UK country houses.

"It is a great opportunity to reach a wide audience and showcase the diverse selection of holidays we offer. We hope it will inspire holidaymakers looking to book their next adventure in the New Year."

For more information on HF Holidays and its spectacular breaks across the UK, Europe and beyond, head to [www.hfholidays.co.uk](http://www.hfholidays.co.uk) or call on 0345 470 8558.

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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: Which? Number one Recommended Holiday Provider 2017, Silver Travel Awards Best Activity Tour Operator 2017, Feefo Gold Service Award in 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](#)