



News Release

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HF Holidays tipped for success

The UK's leading walking and activity holidays provider, HF Holidays, has been shortlisted for the Travel Brand of the Year at this year's prestigious Which? Awards.

Winners will be announced on Wednesday 23rd May 2018 at a ceremony in Kings Place, London, where HF Holidays will compete against Jet 2, Premier Inn and Riviera Travel.

In July 2017, HF Holidays beat off stiff competition from household named travel agents and tour operators to be chosen as a Which? Recommended Provider for Holiday Companies. Note, Which? Recommended Provider is a different type of endorsement to the Which? Awards which we're now shortlisted for.

This year marks the 12th anniversary for the awards ceremony, celebrating the UK's best businesses and brands. A brand can't put itself forward for a Which? Award; as with Which? product testing, Which? judging is completely independent and impartial. Which? short listing criteria include customer service, value for money, improvement, innovation and breadth of offering. Results from tests, satisfaction surveys and in-depth investigations all feed into the decision-making. To be in with a chance of winning, a company must have excelled in its field throughout the year.

Founded in 1913, the co-operative society has been organising outdoor holidays for over a century. Every year over 60,000 guests choose to travel with HF Holidays to destinations all over the world. 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 to be recognised for our hard work, which is a testament to the dedication, passion and enthusiasm of our team.



“We are totally committed to delivering an unrivalled walking holiday experience and helping people enjoy the great outdoors.”

Places are limited on these holidays so book now to avoid disappointment. For more information on HF Holidays, please visit 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: Which? Recommended Holiday Provider July 2017, Silver Travel Awards Best Activity Tour Operator 2017, Feefo Gold Service Award in 2017.
- . HF Holidays is committed to corporate social responsibility 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](#)