

4 October 2011

HF Holidays wins top travel award for second year

Readers of the Guardian and Observer newspapers have voted walking holidays specialist HF Holidays 'Best Large Tour Operator' for the second year, with a customer satisfaction score of 98 per cent.

The organisation, which welcomes over 50,000 people a year on holidays in the UK and overseas also picked up, for the first time, the award of 'Best Large Short Break Operator'.

HF Holidays is one of the UK's biggest travel co-operatives, with a membership of over 32,000, though the holidays can be enjoyed by anyone on payment of a small associate member fee.

"To win the prestigious 'best tour operator' award once was an honour. For the Guardian and Observer readers to put us as number one for a second year, and also vote HF Holidays as the 'best short break operator' is amazing," says HF Holidays' Chief Executive Brian Smith. I believe it reflects the attention we give to our guests throughout their holiday, and the enjoyment and value for money we provide".

Bookings via travel agents are welcome, as are group bookings from local walking group organisers.

- Ends -

For further information contact HF Holidays' PR Manager Vladi Harris on 020 8732 1236
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Editor's notes:

- Founded in 1913, HF Holidays is a co-operative society arranging walking, outdoor and leisure activity holidays for 50,000 people each year (for non-members, a £5 associate fee is payable per holiday).
- Options range from guided walking breaks and self-guided trails in Britain to challenging ascents Worldwide. The leisure activities range includes art, music, literature and mind-and-body holidays.
- HF Holidays has 18 Houses in the UK's National Parks and Areas of Outstanding Natural Beauty as well as independent hotels for overseas holidays.
- HF Holidays is a member of ABTOT and is ATOL protected.
- Voted 'best large tour operator' by Guardian and Observer readers 2011 for the second year running, and 'best large short break operator 2011', with a satisfaction score of 98%.
- HF Holidays is the recommended walking holiday partner of the Ramblers, Britain's walking charity (ramblers.org.uk), and supports the work of the Ramblers through membership initiatives and charitable donations.