

Book now and win a free holiday for two...

If you book your festive holiday now, you will automatically be entered into our prize draw to win a four night 2012 Christmas or New Year holiday at one of our Country Houses. Enjoy a choice of Guided Walking, House Parties or Leisure Activities. To book any of our 2011 festive holidays or to find out more, call our Reservations team on 0845 470 7558 or visit www.hfholidays.co.uk/christmas2011

Also, for all holidays booked between 14 November and 20 December 2011, HF Holidays will make a donation to the 'Make A Wish Foundation'.

Guided Walking

Destination	Date	Holiday	Nts	Price
Alnmouth, Northumberland	Tues 27 Dec	Guided Walking	3	£289
Arran, Isle of Arran	Fri 23 Dec	Guided Walking for Solos	6	£769
Freshwater Bay, Isle of Wight	Tues 27 Dec	Traditional House Party	3	£289
Haytor, Dartmoor	Tues 27 Dec	Guided Walking	3	£289
Sedbergh, Yorkshire Dales	Fri 23 Dec	Traditional House Party	6	£789
Sedbergh, Yorkshire Dales	Thurs 29 Dec	Guided Walking	5	£629
Whitby, North York Moors	Thurs 29 Dec	Guided Walking	5	£629

Leisure Activities

Destination	Date	Holiday	Nts	Price
Bourton-on-the-Water, Cotswolds	Mon 19 Dec	Festive Bridge	6	£349
Dovedale, Derbyshire Dales	Thurs 29 Dec	Music Appreciation - Viennese Whirls	5	£659
Freshwater Bay, Isle of Wight	Fri 30 Dec	Folk Dancing	4	£449
Malhamdale, Yorkshire Dales	Tues 27 Dec	Revitalise	3	£329

Investing in the future – £100 for 100 years

In recent communications, you will have seen how we are refreshing the UK Country House estate through investment in new locations and improvements to the fabric and presentation of all our properties. As your representatives on the Board of Directors, we seek your help to prepare for our Society's second century of active, sociable and now award winning holidays.

There are without question a number of property opportunities we would like to explore, some at prices which are very competitive by recent standards. In addition, existing properties require continued expenditure on repairs and maintenance.

For this reason we are inviting members to purchase additional shares to enable further growth as we approach our Centenary – £100 for 100 years. This new investment from 10,000 of our members (just under a third of you) would raise **£1 million**.

Most of our members hold less than the current maximum shareholding of 20,000 shares, so don't feel limited to the £100 minimum holding. Moreover, if your shareholding is currently less than £100, our forthcoming Centenary provides you with an excellent opportunity to top it up.

In the current economic climate support from members is, and will remain, a key factor in our future success.

Board of Directors of HF Holidays Ltd

To increase your shareholding, email membership@hfholidays.co.uk or call Linda Hickey on 020 8732 1290.

hfholidays

HF Holidays Ltd, Catalyst House, 720 Centennial Court, Centennial Park, Elstree, Hertfordshire, WD6 3SY, UK

book now

0845 470 7558

or call our standard rate number 020 8732 1250

www.hfholidays.co.uk



membersnews

November 2011

HF Holidays wins two top awards



HF Holidays has beaten big name companies once again to win two awards in the Guardian and Observer Readers' Travel Awards. HF Holidays won the 'best large tour operator' award, for the second year running, scoring 98% customer satisfaction. HF Holidays also took the title of 'best large short break operator'.

The award ceremony was held in Tenerife and was attended by HF Holidays' Head of Marketing and Development, Laura Sims. Laura was presented the awards by journalist and presenter, Mariella Frostrup and Tenerife's Tourism Minister, Miguel Ángel Santos.

On hearing the news of the awards, HF Holidays' Chief Executive, Brian Smith, stated: "To win the prestigious 'best tour



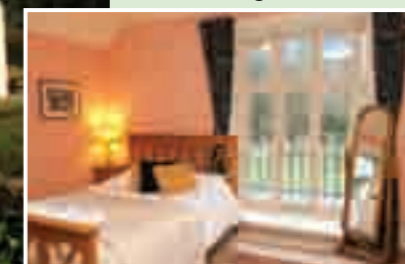
operator' award once was an honour. For the Guardian and Observer readers to put us as number one for a second year, and also vote HF Holidays as the 'best short break operator' is amazing. I believe it reflects the attention we give to our guests throughout their holiday, and the enjoyment and value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

Introducing our newest Country House



We are excited to announce our new base in Beddgelert in Northern Snowdonia. Craftlwyn Hall is a charming historic property leased from the National Trust, and offers stunning walking to suit all levels, from beautiful green valleys to the summit of Snowdon.

As a small property, holidays in 2012 will offer one walk each day, with a choice of programmes of easier, medium or harder walks on different weeks, with a cosy, sociable atmosphere each evening. The property will be expanded in future years to accommodate a larger number of guests.



For more information about Craftlwyn Hall, please see the **2012 Walking & Outdoor Holidays brochure** or visit www.hfholidays.co.uk

book now

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Brian on holiday in Lesvos

“Become an active part of our wider social community by following us on Twitter”

Dear Member

This year has been an active one for HF Holidays and much has been achieved.

Highlights include our new houses at Beddgelert, and Dolgellau, our new Dandelion Cafés at Freshwater Bay, Haytor, Alnmouth and Conistonwater, our walking holiday partnership with Ramblers, renewal of our activity holiday partnership with the National Trust and the winning of the Guardian and Observer “Best Large Tour Operator of the Year” award for the second year.

Another highlight was the further increase in guest satisfaction reported through our holiday surveys, with high and consistent praise of our House Managers, our leaders, our staff, the food, the walks and other activities, and our administration support.

Especially welcome was a strong increase in the “very good” scores recorded for social enjoyment, rewarding the changes we have made to this aspect of our holidays.

I have found it particularly pleasing to see and meet the many new guests that have been having their first holiday with us, and the rapidly growing number of guests from around the world – Canada, America, Germany, Australia and Holland in particular.

Our 2012 Walking and Outdoor Holidays and Leisure Activities brochures have been printed, and we are offering new destinations such as Alaska, Borneo, Romania, Rhodes, Valencia, Poland and the Lofoten Islands in Norway, as well as our new house in Beddgelert in Snowdonia National Park.

In total we are offering 17 new destinations next year, which is really exciting.

All of this would not be possible without the enthusiasm of our staff and management, and our leaders. Nor would it be possible without the loyalty of our guests. It would not be possible without the investments and support of our members, whose number has now grown to over 32,000.

May I wish you a happy and relaxing festive season when it comes. If you would like to join us at Christmas and New Year, we still have a few spaces left.

I hope you enjoy your Members News.

Best wishes

B S S

Brian S Smith

NEWS in brief

Dandelion Café website now live



Our Dandelion Café website has been launched, giving details of our café locations with interesting facts, photos and videos about what Dandelion is all about. Visit www.dandelioncafe.co.uk to find out more.

Environmentally Responsible Tourism

We pride ourselves on our commitment to act as a responsible tour operator. You can read our Environmentally Responsible Tourism Policy and Practices online by visiting www.hfholidays.co.uk/responsibletourism

Increase your membership by standing order

A number of members have asked if they could increase their shareholdings by standing order. If you are interested in taking up this option, contact Linda Hickey on 020 8732 1290 for details.

Rules The Rules of the Society, as amended, were approved by the Financial Services Authority in June 2011. A copy can be downloaded from our website at www.hfholidays.co.uk/membership/already-member. We can post a copy to you – simply call 020 8732 1290 and leave your name and membership reference or email lindahickey@hfholidays.co.uk.

Follow us on Twitter

HF Holidays is all about sociability, enjoyment and promoting a sense of community through our holidays. Social media, such as Twitter, are a new way to share information, enjoy a joke and make new friends and it is open to everyone, whatever your age, culture or nationality. This is why we are inviting you to follow HF Holidays on Twitter and become an active part of our wider social community.

If you don't have a Twitter account, it's simple to set up and there's no requirement to share personal information. Just to go www.twitter.com, enter your email address, invent a name for yourself and you're ready to go.

Here are some Twitter accounts you might like to follow to get you started:

- @hfholidays
- @ramblersGB – our new partners, Ramblers
- @nationaltrust – the National Trust
- @hitecsports – offers discounts for HF Holidays' members
- @TheRealburdock – an HF Holidays' fan and very entertaining

NEW

Ramblers is HF Holidays' new walking charity of the year



Ramblers is Britain's walking charity, working to safeguard the footpaths, countryside and other places our guests go walking, and to encourage more people to take up walking. With 120,000 members in England, Scotland and Wales, it's been working for walkers for 76 years. It has created long distance routes, and won many local campaigns to preserve and enhance footpaths.

With the support of members and volunteers, Ramblers continues to work for walkers today. It has recently secured landmark legislation to give access to the English and Welsh coastline. It is also fighting a major campaign to prevent cherished footpaths deteriorating and disappearing as a result of public spending cuts. Locally and nationally, Ramblers is the ever-present guardian of the footpaths and walkers' rights.

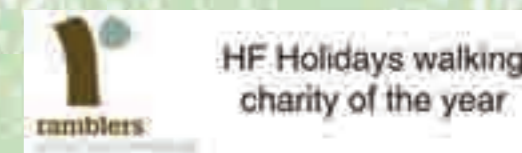
At HF Holidays we are pleased to support Ramblers and the important work it carries out. Without it, many of our holidays would not be possible. This is one of the reasons why we are naming Ramblers our walking charity of the year.

HF Holidays will make a donation to Ramblers on behalf of every Ramblers member who books one of our holidays.

Complimentary Ramblers membership

As a member of HF Holidays you are now entitled to one year's complimentary membership of the Ramblers. To join and take advantage of the benefits of being a Ramblers member please see the enclosed application form.

If you're already a member of Ramblers, you can still benefit from the new partnership. If you return the application form, quoting your Ramblers membership number, you will receive a £20 voucher off your next HF Holidays' break.



Get 5% off! Book early and save 5%

Get 5% off!

If you book and pay in full for your summer 2012 holiday of 7 or more nights before 30 November 2011 you can receive a 5% discount off the price of the holiday.



If you have already booked a 7 nights or more summer holiday for 2012 you can still receive this discount if you pay the balance of your holiday before 30 November 2011.

Please quote **PA 5** when paying for your holiday to receive the discount.

Terms and Conditions: Offer is not available in conjunction with any other offer. Full payment must be made by 5pm on Wednesday 30 November 2011 latest. Discount available on 7 or more night holidays only, on direct bookings and not available on group holidays of 11 or more persons. Summer holidays are those between 31 March and 31 October 2012. When paying the offer reference code must be stated. Offer is available on all room types; supplements and sole occupancy charges on twin/double rooms may apply. Discount per person only applicable to the basic holiday price. Refunds and transfers are subject to normal booking conditions. See page 242 of the 2012 Walking & Outdoor Holidays brochure for full details. HF Holidays reserves the right to withdraw any offer at any time without prior notice.

New brochures out now!



Our new **Walking & Outdoor Holidays** and **Leisure Activities** brochures are out now, including a range of new destinations and holidays to choose from. See page 5 for more details, or visit www.hfholidays.co.uk

Coming soon – our **Families** and **Cycling** brochures will be available later this month.

To order your brochures call 0845 470 8559 or visit our **website**, where all our brochures are available to view online.

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Members Survey 2011– your views on the Society

As you will know, we asked members to share their views on membership, and a range of other matters, to help us shape the future. Firstly, on behalf of the Board, we'd like to extend a big thank you to those of you who took the time to complete the survey.

We asked you why you wished to be a member of HF Holidays, and the three most popular answers were:

- That you support the aims and ethos of the Society
- That you enjoy walking
- That you find our holidays both sociable and enjoyable

In addition, the vast majority of you who responded rated our current benefits offer as either good or very good. Whilst we review these benefits from time to time, it is good to know that we are on the right track. The top four arising from the survey were:

- Members News and general communications
- Member only holiday offers
- Advance registration and booking capability
- Discounts at our own UK Country Houses and Dandelion Cafés

It was also useful to understand your holiday and transport preferences. A high proportion of you also rated the performance of the Board of Directors as either good or very good.

Finally, you may recall that we placed all survey respondents into a free prize draw. We are delighted to announce that **Mr Mellor** was the lucky winner of a 3 night break for two people at one of our UK Country Houses.

Caption competition

Can you think of a witty caption for this illustration?
Submit your ideas to chiefexecutive@hfholidays.co.uk



The winning caption will be credited in the Centenary edition of The Story of HF Holidays, which will be published in November 2012.



Update from Linda Hickey

In each issue of Members News we try to provide you with a wealth of items that will keep you up to date with progress, inspire you to join one of our holidays and keep you informed of important matters. There's also an opportunity to interact with us as we invite you to join the caption competition above

and also to send us your letters, photos or amusing stories about recent holidays with us or visits to our Country Houses, that we may include in future issues.

Each year the May issue of Members News traditionally carries the important business of the Society's AGM. In this issue, we've included the minutes of the 97th AGM of HF Holidays, held at our Country House at Freshwater Bay on the Isle of Wight in March 2011. Further copies can be downloaded from our website at www.hfholidays.co.uk

The 98th AGM is being held in the Yorkshire Dales on Saturday 24 March 2012. If you haven't booked for the celebration weekend and you would like to join us, there are still some places available. **Call our Reservations team on 0845 470 7558.**

By now, you'll all have heard about our exciting new partnership

with Ramblers, our walking charity of the year. You'll find enclosed a Ramblers membership application form – a benefit secured for our members as a result of this partnership. We'd like to encourage you to take advantage of the offer to join Ramblers, free of charge. See page 3 for more details about this offer.

We always like sharing with you the milestones we've achieved in both attracting new members and in raising funds through the purchase of shares. With the support of existing members alone we've raised just under £900,000 and we've seen the number of members grow to 32,000, raising a further £700,000, bringing us over half way towards our £3million target. This support is tremendous and a testament to how guests enjoy being part of the Society, value its ethos and want to help its development for future generations. You'll find a further opportunity to support your Society on page 8 of this issue.

Thank you for your continued support. I hope you have a good festive break, and I look forward to seeing you in the New Year at the next AGM.

Linda

You can contact Linda on 020 8732 1290
or at lindahickey@hfholidays.co.uk

New holidays for 2012

Here's a selection of what's new for 2012, with a tempting range of new holidays in the UK, Europe and Worldwide for you to choose from.



Guided Walking in Britain

This year we are offering a new Guided Trail, **Highlights of the Reivers Way**, which gives you an opportunity to experience the best of this trail, from the Simonside Hills to the stunning North Sea coast.



Guided Walking in Europe and Worldwide

We are offering many new Guided Walking in Europe destinations, including the **Lofoten Islands** in Norway, justifiably renowned as the most awe-inspiring scenery in Europe. Other new European destinations include **Gran Canaria, Rhodes and Valencia**.

Our new Worldwide Journeys feature some fantastic destinations, including our **Borneo Adventure**, capturing the imagination of any adventurer. Other new holidays include **Alaskan Explorer, Morocco – Atlas to the Atlantic** and **Treasures of Thailand**.



Leisure Activities in Britain and Europe

We are offering even more choice for our leisure activity range this year. Why not try a **City Break in St Petersburg**? It's the ideal way to explore the city, locally known as 'Piter'. Experience the city, the magnificent Winter Palace, the State Hermitage and a cruise along the Gulf of Finland to the Peterhof.

If you would prefer something a little closer to home, more hands on and out of the city, why not try **Practical Gardening – an Introduction to Planting**. This new holiday will teach you the practical techniques for planting your own seedlings and hanging baskets.

This year, as well as many new holidays, we are also offering two new product ranges: **Discovery Tours Afloat** on the Rhine and Danube and **Cooking & Culture**, featuring Language Holidays and Tours for Food Lovers.

Visit www.hfholidays.co.uk or see our new brochures for more details. To book please call our Reservations team on 0845 470 7558.



New cycling holidays for 2012

Historic Normandy Combining some of Northern France's most prominent historical sights including D-Day landing beaches, the Bayeux Tapestry and the spectacular Mont Saint Michel monastery, with easily navigable cycling on peaceful roads through stunning French countryside.

Dresden to Magdeburg Discover Baroque palaces, castles and parks along the river Elbe, plus the opportunity to visit two UNESCO World Heritage Sites, all within easy reach of the flat cycle paths featured throughout this holiday.

As well as bringing new destinations to our fantastic range of cycling holidays we have also updated several holiday itineraries: Byroads of Brittany, Lake Bled to Kranjska Gora (formerly Around Lake Bled), Leisurely Danube, and Austrian Lakes and Mountains.

Please see our 2012 Cycling brochure and website for full details.

Incredible Jordan

Many of you have already experienced the charm and colourful culture of our **Jordan – Petra and the Ancient Lands** itinerary. For anyone who hasn't, here's the verdict of members and leaders alike, to tempt you on a visit to this magical country:

"A great mix of walking in gorgeous landscapes, fine food and entertaining leaders."
"Great local leader. Very animated and full of enthusiasm and knowledge about his country!"
"Accommodation, food and transport top class."

For more information, contact our Worldwide Product Manager, Wendy Graham, who travelled to Jordan in January, at wendygraham@hfholidays.co.uk



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Out and about at our Country Houses

There have been some exciting updates to our Country Houses during the summer months, in preparation for the 2012 season.

New bar at Malhamdale

Newfield Hall's bar is now located in what used to be the Whernside Lounge. This is a new bigger two-sided bar, accessible from the lounge and the dining room. The old bar will house the HF Holidays heritage collection.



Dandelion Café

Our Dandelion Cafés have enjoyed a busy summer, and we are looking forward to welcoming more visitors during the winter months. Café opening times at our four locations are:

Alnmouth: open 7 days a week, 10am – 4pm
Conistonwater: open Thursday – Monday, 11am - 4pm (from 8 March 2012)
Freshwater Bay: open 7 days a week, 10am – 5pm
Haytor: open 7 days a week, 11am – 11pm
 All cafés are closed on Christmas Day

For more information visit our new Dandelion Café website at www.dandelioncafe.co.uk

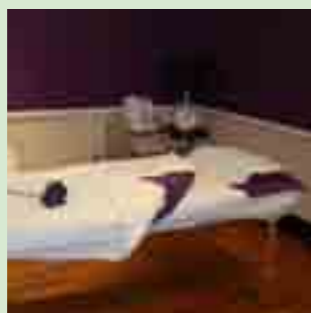


Don't forget, as a member you can enjoy a 10% discount when you present your membership card at Dandelion Cafés.



The Retreat, Brecon

Based at Nythfa House, our Country House in the Brecon Beacons, The Retreat offers professional treatments including relaxing full body massages, luxury facials and foot massages to rest those tired feet after a day's walking and exploring.



For more information call Nythfa House on **01874 624287**. Don't forget, members receive a 10% discount on all treatments and products at The Retreat.

Dolserau Hall, Dolgellau

Back in February we told you about Dolserau Hall Hotel, our new property in Dolgellau, Southern Snowdonia. Since joining the HF Holidays' family six months ago Dolserau Hall has welcomed many members to this lovely Victorian Country House set in 5 acres of beautiful grounds and gardens. Guests have enjoyed the comfortable lounges, well stocked bar, and luxurious bedrooms.



Whilst Dolserau Hall continues to trade as a hotel for independent guests, our HF Holidays' groups have enjoyed the same holiday experience as at our other houses, with sociable evening meals, great walks and a warm welcome. Guest feedback has been excellent with particular praise for the quality of the accommodation, the staff and food:

"I could not fault it and am looking forward to another visit" Neville James

At this time of year, most HF Holidays' houses are closing for the winter, but Dolserau Hall remains open, bringing in valuable revenue for the Society. It also offers a great opportunity for members to visit this charming new house for a winter break and see for themselves. Contact our Reservations team on 0845 470 7558 for information about Freedom Breaks at Dolgellau, or visit www.hfholidays.co.uk



Celebrate in style at our Country Houses

Our Celebrations Coordinator and colleagues assisted in the running of yet another very successful wedding celebration at Newfield Hall, Malhamdale, in October. The new bar was in full swing with over 250 evening guests reaping the benefits.

With our excellent standard of service and value for money we are well on the way to establishing ourselves as a leading Celebrations provider.

If you are interested in holding a celebration at one of our Country Houses, whether it be a wedding, birthday or other special occasion, please contact our Celebrations Coordinator at celebrations@hfholidays.co.uk or visit www.hfholidays.co.uk/celebrations for more details.



Recommend a Friend

Do you know someone who would enjoy our holidays as much as you do? Invite them to book a holiday and you could receive £50!

Go on, spread the word and you could save £££s!!

Keep on recommending us so that you and your friends can keep on saving. For details please visit www.hfholidays.co.uk/recommendafriend

The will to make a difference



We are always grateful to members who remember the Society in their wills, and who have left us legacies totalling over £150,000 in the past six years.

This has been invested in our properties and developing the holidays we all enjoy.

As a result of enquiries from members about how they can make such a bequest, we are preparing an information sheet which will be available online and as a written document in the spring of 2012.

Sociable success

From guest feedback, we've noted huge improvements in satisfaction of the social enjoyment on our UK holidays this year, with the majority of guests rating their enjoyment as good or very good.

They are enjoying a wider range of activities, from relaxed summer evening barbecues to ghost walks, guest speakers on a variety of topics and learning new skills such as basic orienteering using map and compass.

After a full day of walking or leisure activities, the introduction of a variety of ways to spend the evenings will continue to be a big hit with our guests.



Arran barbecue

Gift ideas for Christmas

Did you know that we have two great gift ideas? HF Holidays' membership is the perfect present for Christmas or special occasions for friends and family, and is a great way to support and become part of the Society.

To purchase, simply contact Linda Hickey by phone on **020 8732 1290** or by email at lindahickey@hfholidays.co.uk. We will arrange for the membership welcome pack to be sent to you so that you can present it personally.

We also have HF Holidays' vouchers available in different denominations which can be put towards the purchase of any of our holidays. We can personalise the voucher with your own special message. To order please call our Reservations team on **0845 470 7558**.



Great for groups

With the new brochures out, it's a great time to book your group holiday for 2012, especially with our great range of holidays at our new Country Houses in Dolgellau and Beddgelert.

Call our dedicated Groups team on **0845 470 7557** or visit www.hfholidays.co.uk to find out more about group holidays.



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