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Group bookings up 10 per cent for HF Holidays

2011 Group holiday brochure out now

HF Holidays, the UK's leading walking and leisure activity holiday organisation, reports Group Holiday bookings for 2010 up 10 per cent on last 2009, with a further boost expected after holding its first-ever 'taster' weekends for potential group organisers.

HF Holidays – which is a co-operative society – recently hosted group organisers from 27 different groups on free taster weekends at its houses in north Wales and the Cotswolds.

"The feedback was superb," says Groups Sales Executive Paul Goodey, "More clubs and societies, including Ramblers groups, are discovering that our UK houses provide high-standard accommodation and great food. Together with generous Group discounts, we offer real value for walking and other special interest groups."

Ray Golland, Maidstone Ramblers' group organiser, said of his experience: "One final thank you to you, your colleagues and everyone at Harrington House. We couldn't have had a warmer welcome nor a more enjoyable experience of HF Holidays."

With almost half of all Group Holidays booking 9-12 months in advance, HF Holidays hopes that the success of the taster weekends – group organisers came from as far afield as Fife and Plymouth – will result in a further boost for 2011 bookings.

The 2011 brochure features flexible Group Holiday options to suit all types of groups, from 'Freedom Breaks' where the group organiser takes responsibility for the day-to-day itinerary, with HF Holidays providing 'bed and board' and use of all facilities, to fully-staffed, 'Tailor Made' packages, which include providing expert leaders for guided walks or other leisure activities such as painting or dancing.

Groups of 11-29 in size receive a five per cent discount off HF Holidays' prices; larger groups of 30+ receive a discount of seven-and-a-half percent, while group organisers also receive a £50 voucher against a future individual HF Holidays' break.

New for 2011 are additional benefits including Club Membership so that Group members receive 10 per cent off all bar prices at HF Holidays' houses; a 'Return & Save' scheme which earns repeat bookers up to 10 per cent off an annual Group Holiday, and a low deposit scheme of just £100 to secure 2011 dates.

Photography, Bridge, Cycling holidays in Europe and a host of other themes are all offered as Group Holidays, as well as the Guided Walking Holidays for which HF Holidays has been famous since 1913.

HF Holidays caters for groups large and small. A Group constitutes upwards of 11 people, with exclusive use of a property available to larger groups (up to 79 people) at UK country houses.

HF Holidays can also arrange Group Holidays at over 50 superb locations Worldwide, from Stalheim in the Norwegian Fjords to Patagonia in South America.

2011 UK prices examples include:

- A two-night Freedom Break (based on 12 people) costs from £123.50 per person
- A seven-night Guided Walking holiday (based on 25 people) costs from £621 per person – a total saving of £811 for the group as a whole.
- A four-night Bridge holiday (based on 40 people) costs from £319 per person – a total saving of £1,017 for the group as a whole.

0845 470 7558, www.hfholidays.co.uk

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For further information contact HF Holidays' PR Manager Vladi Harris on 020 8732 1236. Release issued by Jane Williams at Beacon PR 01572 748 800.

Editor's Note:

- HF Holidays features active, sociable, outdoor holidays in the UK, Europe and Worldwide and is the UK's largest walking holidays company
- The company owns 17 Country Houses around the UK
- HF Holidays is a co-operative society founded in 1913
- The company has donated over £250,000 so far to environmental projects around the country through its Pathways Fund
- The company supports local communities, Mountain Rescue Teams, Air Ambulances and many more
- HF Holidays is a member of ABTOT and is ATOL protected