

3 December 2024

Important changes to how we display our prices

Simplifying our HF Holidays pricing for everyone

From 11 December 2024, we are changing how we present our prices to make them easier for members and new customers to understand.

Rather than publishing prices that automatically include your £30 member discount, we will instead display a full 'public' price, which includes our £30 non-member fee.

This means, as a member, you will pay £30 less than the public price, and you will see your member discount appear on your booking.

- Online, the £30 discount will be applied once you enter and verify the names and email addresses of each member on the booking.
- If booking by phone, our Sales & Support team will apply the £30 discount for you.
- Any bookings made before 11 December 2024 already include your £30 member discount. You have paid the right member price. No action is required.

Rest assured that changing how we display our prices doesn't change the prices members pay. The £30 member discount you know and love remains.

By making these changes, we aim for greater visibility of this popular member benefit, both for members and newcomers alike.

Thank you for your ongoing support as a shareholding member. If you know of others wishing to benefit, please direct them to www.hfholidays.co.uk/member for more about our membership options and to join.

Warm regards,

Your HF Holidays Membership Team

membership@hfholidays.co.uk

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