

NoteWorthy Unveils Four New “Exquisite British Experiences” During Virtuoso Travel Week

Las Vegas, Nevada (August 13, 2013) – NoteWorthy, the industry leader in luxury travel experiences for the discerning independent traveller to Great Britain and the Republic of Ireland, announced today four new programs at Virtuoso Travel Week.

“Today’s more sophisticated consumers aren’t willing to wait for something interesting to appear – they reach out and determine for themselves the real and often unexpected rewards of discovery,” commented Susie Worthy, Founder and Chairman of NoteWorthy, “They want to plan exquisite experiences – in extraordinary style -- and to create memories that will last a lifetime.”

Since 1986, NoteWorthy has embraced these tenets and continues to present the luxury of privacy that independent travel provides, leaving the details at the destination to be anticipated and arranged by a NoteWorthy Specialist with intimate knowledge of the area and its history. To reflect the refreshed vision of the NoteWorthy product, Worthy announced several steps her 28-year-old company is taking to present the company in a new light. “A new name, new logo and new website,” she said. The new look for NoteWorthy reflects the company’s commitment to create custom itineraries, open closed doors, provide expert guides and take clients beyond the popular attractions and off-the-beaten-path for a truly unique and authentic experience.

Worthy’s remarks were supported by the findings of a trends report presented by Virtuoso, the leading luxury travel network. It identified “catering to the individual traveller” as a key trend and “personalized travel” as the new luxury element for clients.

New from NoteWorthy: Four Exquisite British Experiences

These rare experiences are designed for the discerning and curious client, one seeking an exquisite experience with layers of cultural connections, perhaps behind-the-scenes access, or conversation with an expert private guide. Carefully crafted by NoteWorthy’s team of Specialists, any itinerary is privately escorted and customized with no pre-set departure dates to ensure unrivalled flexibility.

NoteWorthy’s exquisite experiences in Great Britain and the Republic of Ireland start at £500 GBP/person/day.

Private Access to the “Sold-Out” Highclere Castle, Hampshire, England

Millions of North Americans are familiar with Highclere Castle even if they haven’t heard the name before. The sprawling British estate is where *Downton Abbey* is shot, the most watched drama series in the history of PBS Masterpiece Classics. With most private access sold-out for the remainder of 2013 and 2014, NoteWorthy has arranged extraordinary access for its

clients to walk in the shadows of the Crawley family while privately touring the castle. Located in England's southern county of Hampshire, Highclere Castle is the seat of the Earl of Carnarvon, owned by the Herbert family since 1679. Surrounded by 1,000 private acres of parkland, the castle boasts as many as 300 rooms. NoteWorthy clients are personally greeted by an expert guide at the wooden doors leading into the gothic front entrance hall designed by Sir Charles Barry. Inside, guests move beyond the velvet ropes and will have ample time to view the opulently furnished rooms filled with fine art and family photos that remind guests Highclere isn't just a backdrop, it's a home still occupied by the Eighth Earl and Countess of Carnarvon. Reminiscent of the extravagant dining room scenes at *Downton*, guests will enjoy a leisurely lunch in the State Dining Room. Designed for guests with a thirst for in-depth cultural and historic insight, along with privileged access and thoughtful touches at every turn, this bespoke NoteWorthy experience has no match.

Behind The Getty Gates, Buckinghamshire, England

American oil magnate John Paul Getty II acquired Wormsley Park, a 2,500-acre estate and 18th century manor house in the Chiltern Hills of Buckinghamshire in 1986. He spent many years restoring the estate back to its former glory. Getty was such a prolific collector of books, he added a separate library.

Awe-inspiring in its scope and breadth, the theme of the private library is the *Art of the Book*, as expressed through printing, illustration, calligraphy and, in particular, bookbinding. A double-size space, the magnificent library is where family members and invited guests like to retreat and enjoy a quiet evening. On this insider's tour, with an expert guide, NoteWorthy clients will be able to take a sneak peek into this special area of the family's private home. Interesting holdings including treasures like a first edition of William Caxton's printing of *The Canterbury Tales*; Anne Boleyn's *Psalter* or *Book of Psalms* and the first folio of William Shakespeare's *Comedies, Histories and Tragedies*.

Exclusive Private Tour of Loseley Estate, Surrey, England

Anglophiles have long been fascinated by the palaces and estates of Britain's distinguished families. NoteWorthy clients have unprecedented access to aristocratic homes including Loseley Park, set amid the rolling Surrey Hills. For over five centuries, the opulent Loseley Park has been passed down through 14 generations of the More family and is presently the private residence of Michael More-Moyneux and his family.

This exclusive NoteWorthy experience, led by Mr. More-Moyneux is designed to provide guests with an authentic English country life experience. So rich are some of the tales of the estate, guests will learn about visits by monarchs from Queen Elizabeth I in the 1560s to Queen Mary during the 1930s as well as the

modern day trials and tribulations of running an English estate. The tour of the home provides a peek into domestic life across the centuries. A highlight of the grounds is a grand 2.5-acre walled garden, designed by influential British horticulturist and garden designer Gertrude Jekyll. Upon completing the tour, Mr. More-Molyneux will be joined by his wife Sarah, and accompany guests to the Great Hall to take afternoon tea, the setting of many aristocratic British occasions.

“Line of Kings”, Tower of London, London, England

Through an on-going partnership with the Tower of London, NoteWorthy was chosen to launch a new private tour program of Great Britain’s most visited historic attraction. Starting in May 2014, NoteWorthy clients will have VIP access to the “Line of Kings” exhibit.

Escape the queues and experience the Tower of London like royalty. This private tour begins with guests being met by their very own Yeoman Warder, decked out in a distinctive gold and red uniform, complete with high white ‘ruffs” and a black top hat. The Yeoman Warder will explain the history of this extraordinary place that stretches back over 900 years to the time of William the Conqueror.

Joined by an expert White Tower warden, guests will have private uninterrupted access to the iconic White Tower, housed within the oldest part of the Tower of London, to view the new “Line of Kings” exhibit. The new display of this magnificent collection of arms and armour, life-sized wooden horses and carved heads of kings delivers a powerful statement about the monarchy. The White Tower warden will provide up-close and multifaceted insights into the legends of the White Tower and reveal some of the secret facts from the home of the Crown Jewels. With NoteWorthy, clients will go beyond the “No Entry To The Public” and enjoy refreshments served in a private section of the White Tower.

For further information, call NoteWorthy at +44 (0) 20 3051 5165 or visit NoteWorthy’s website at www.noteworthy.co.uk. For reservations, please call your Virtuoso travel professional and discuss what you’ve always wanted to do on vacation. The chances are NoteWorthy can turn any dream into reality.

About NoteWorthy:

NoteWorthy creates *Exquisite British Experiences* for guests who wish to explore the majesty, tradition and heritage of Great Britain & Ireland. After 27 years in business Susie Worthy, Founder and Chairman of NoteWorthy, and her team of Specialists use their personal relationships and expert knowledge to deliver once-in-a-life time personalised itineraries. Worthy’s connections among Britain’s aristocracy enable her to arrange private after-hours visits to many of Great Britain’s most exclusive venues and royal residences, including Windsor Castle, Highgrove, and Edinburgh Castle. Susie has been awarded the Top Travel Specialist Award by *Conde Nast Traveler* eight years consecutively, as well as being awarded the A-List Award by *Travel & Leisure* for five years running.

About Virtuoso:

Virtuoso® is the industry's leading luxury travel network. This by-invitation-only organization comprises over 340 agencies and nearly 700 location with more than 7,200 elite travel specialists in 20 countries in North and South America, the Caribbean, Australia and New Zealand, as well as over 1,700 of the world's best travel providers and premier destinations. The network's member agencies generate over \$9.6 billion annually in travel sales, making the group the most powerful in the luxury travel segment. Their relationships with the finest travel companies provide the network's affluent clientele with exclusive amenities, rare experiences and privileged access. For more information, visit www.virtuoso.com. To view Virtuoso's latest videos, go to <http://www.youtube.com/user/VirtuosoTraveler>.

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