

PRESS RELEASE THE SWAG

The Swag
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**CONDE NAST TRAVELER RANKS THE SWAG COUNTRY INN
NUMBER 22 AMONG THE TOP 100 HOTELS IN THE USA**

Waynesville, NC (November 6, 2008) – *Condé Nast Traveler* has just announced its 21st annual Readers' Choice Awards (November issue) that places The Swag Country Inn as one of the 100 best hotels in America.

Located on the boundary of Great Smoky Mountains National Park, The Swag sits on 250 acres atop a 5,000-foot ridge near Waynesville, N.C., 50 minutes west of Asheville – www.theswag.com The inn is a stone's throw from the entrance into the National Park on the less-visited NC border. Its rustic, yet sophisticated, setting offers guests a mountain meadow retreat, award-winning restaurant, world-class hiking trails, warm hospitality, and five-star comfort.

The Swag offers 15 luxurious and distinctive accommodations, furnished with early American rustic antiques; most rooms have wood burning fireplaces, steam showers, balconies and private saunas. The cabins and main lodge are built of 17th and 18th century old hand hewn logs and local field stone. It is the perfect retreat for guests who love nature and expect the finest amenities. The Swag literally sits in the backyard of Great Smoky Mountains National Park (America's most visited national park) which will celebrate its 75th anniversary in 2009.

“We are honored to receive such a prestigious award and it makes it so much more valuable that it came directly from the readers of *Condé Nast Traveler*”, says The Swag Innkeeper, Deener Matthews. “Considering we are a relatively small inn, this speaks volumes about the loyalty of our guests and how much they love The Swag.”

According to *Condé Nast Traveler*, (one of the premier travel magazines in the world), “The 21st annual Readers' Choice Awards is not only an award for the destinations, lodgings, and modes of transportation that exceed expectations; it is also a credit to the worldly expertise of *Condé Nast Traveler* readers.”

Every year since 1988, a select sample of *Condé Nast Traveler* readers have taken the Readers' Choice Survey. In 2008, the questionnaire was available to all readers through a secure web site. The final tabulations of 32,633 responses were done by Mediamark Research, Inc., of New York City.

Questionnaires contained lists of candidates (individual cities, hotels, etc.), and write-ins were allowed. Only candidates that received a required minimum number of responses were deemed eligible for an award.

Each candidate was rated, criterion by criterion, on a five-point scale: excellent, very good, good, fair, poor. Hotels and resorts were rated on the following: food/dining, location, overall design, rooms and service.

Founded as a country inn by innkeeper and owner Deener Matthews in 1982, The Swag originally was built as a family home in 1971 by Deener and her husband, Dan, an Episcopal clergyman, who is rector emeritus of Trinity Church, Wall Street, in New York City. Today, Deener manages the day-to-day operations at The Swag during the in-season from late April through November.

The 28th season of The Swag will run from April 19, 2009 – November 29, 2009. For more information and reservations call: 800-789-7672, email: theswag@earthlink.net or go to www.theswag.com