



For immediate release

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The Swag voted “one of the best places to stay in the world”

Waynesville, N.C. (January 2010) – *Condé Nast Traveler* readers have voted The Swag country inn to the magazine’s 2010 Gold List, making it “one of the best places to stay in the world,” according to the magazine’s editors.

The magazine described The Swag as follows: “Four mountain ranges and 250 wooded acres are home to this hand-hewn log inn ‘where you feel on top of the world.’ Lodgings are designed ‘as Ralph Lauren might do log cabins,’ with hardwood floors, patchwork quilts, and bed frames fashioned from branches.”

“I’m thrilled to be honored by the most read travel magazine in America, and it’s exciting, as a seasonal resort, to be ranked among the best by 25,000 *Condé Nast Traveler* readers,” said Deener Matthews, owner and innkeeper.

Only three hotels in North Carolina were included on the Gold List and The Swag’s overall score was the highest of the three. In addition to being honored with Best Location designation, The Swag’s scores from readers in the categories of rooms, service, food, location and design all showed increases from its 2009 Gold List ratings.

“We’re always working to improve the quality of our accommodations, service and cuisine, and we promise a better experience every time our guests return,” said Matthews.

The Swag is a 14-room inn surrounded by 250 acres atop a 5,000-foot ridge near Waynesville, adjoining the Great Smoky Mountains National Park. It offers guests a high mountain meadow retreat, an award-winning restaurant, abundant hiking trails, warm hospitality and world-class amenities. The Swag’s 2010 season runs from April 18 through November 7. For more information or to make reservations, visit theswag.com or call 800.789.7672.

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