

PRESS RELEASE

THE SWAG

The Swag
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**LAND ROVER EXPERIENCE DRIVING SCHOOL INTRODUCES
NEW INN-TO-INN ADVENTURE PACKAGE WITH INN ON
BILTMORE ESTATE AND THE SWAG COUNTRY INN**

Asheville, NC (June 3, 2009) – The Land Rover Experience Driving School at Biltmore is offering adventure-minded vacationers a world class on- and off-road driving adventure with two distinct luxury hotel experiences in its new Land Rover Experience Inn-to-Inn package in the Blue Ridge mountains of North Carolina.

Both the Inn on Biltmore Estate and the Swag Country Inn in Waynesville, NC, are two of the most distinguished luxury hotel properties in the country, with numerous travel awards including the prestigious 2009 *Conde Nast Traveler* Gold List.

“This is a unique opportunity for adventure seekers to take the most capable luxury vehicles in the world across the road and trails less traveled from one luxury experience to another, and learn to drive off-road at the same time. The journey begins with being pampered at the Inn on Biltmore Estate, the home of the Land Rover Experience Driving School at Biltmore, and then cross the mountains and climb 5,000 feet to The Swag Country Inn,” said Greg Nikolas, Lead Instructor, Land Rover Experience. “We will groom the driving experience to the individual, whether a novice or a pro, and we’ve left the rest to these hoteliers who cater to those who expect nothing less than the finest in dining, accommodations, service and exquisite locations.”

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The Inn on Biltmore Estate, which opened March 16, 2001, is not a replica of America's largest home; the 250-room Biltmore House built by George Vanderbilt and designed by Richard Morris Hunt. But its intention is to be as inviting and as gracious. Like Biltmore House, (America's largest home) which opened in 1895, the 213-room inn offers its guests beautiful furnishings, mountain views, exquisite dining; and a quiet spot to relax in the inn's library with a view of Biltmore House and the Winery.

Surrounded by 250 acres atop a 5,000-foot ridge near Waynesville, N.C., (50 minutes west of Asheville), this 14-room inn embraces its majestic setting. The Swag literally sits in the backyard of Great Smoky Mountains National Park. The distinctive accommodations are 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 18th and 19th century old hand hewn logs and local field stone. Its rustic, yet sophisticated setting offers guests a high mountain meadow retreat, award-winning restaurant, world-class hiking trails, warm hospitality, and extraordinary comfort.

“We are so excited about the new Land Rover Experience package and believe this exclusive offering will rank as one of those never-to-be-forgotten experiences; both as an adventure and luxury vacation” says Swag Innkeeper, Deener Matthews. “Just like Land Rover and the Inn on Biltmore Estate, we have the same commitment to offering our guests the individual attention they deserve.”

The package is being offered from June 1, 2009 through November 8, 2009. Pricing starts at \$1895.00 for two people and includes deluxe accommodations, all gourmet meals, driving instruction and transportation to and from Asheville Regional Airport and Biltmore and The Swag. For package reservations or for more information, call Land Rover Experience Driving School at 828-225-1541, 9:00 am – 5:00 pm (EDT) daily. For more information about The Swag visit www.theswag.com.

