



FOR IMMEDIATE RELEASE

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THE LYGON ARMS INTRODUCES IMMERSIVE NEW EXPERT-LED TOURS, CELEBRATING THE VERY BEST OF BROADWAY AND BEYOND

February 2024 (London, UK): New for 2024, The Lygon Arms, a charming coaching inn set in the heart of iconic Broadway, has introduced a range of expert-led tours and immersive guest experiences that showcase the hotel's rich surroundings. From art-led experiences with esteemed artist Jeremy Houghton, to tours of famous historical, film and literature sites with knowledgeable local guides, the new experiences cement the hotel as the ultimate destination for those wishing to explore more of the Cotswolds.

Promising to immerse guests into the region's rich history and culture, highlight private guided tours include:

- **In-person art experiences with esteemed artist and Broadway local, Jeremy Houghton.** Well-loved for his tonal watercolours and vibrant flamingo oil paintings, Houghton has painted collections for some of the UK's most high-profile people and places, including Windsor Castle, Highgrove, the Olympic Games and London Fashion Week. Guests wanting to learn more about his dynamic life and work will have the opportunity to join Jeremy on a personal art tour of Broadway, visiting his art studio and gallery and learning more about the town's important cultural legacy, brimming with history and creativity.
- Half and full-day tours of **film and television favourites**, including the **Downton Abbey** tour where guests will get to visit some of the iconic filming locations, including Downton Hospital, Downton Church, the picturesque village of Bampton and of course Highclere Castle. Meanwhile, the **Harry Potter** tour takes in Gloucester Cathedral which provided the backdrop for the bewitched bathrooms in the first and second Harry Potter films, the Oxford college where The Goblet of Fire was filmed, and Lackock Abbey - which served as Hogwarts in two of the Harry Potter films.



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- For literature lovers, the full day **Shakespeare & Warwick Castle** walking tour follows in the footsteps of renowned playwright William Shakespeare. Guests will visit his birthplace of Stratford-upon-Avon, visiting his school, family home, the Royal Shakespeare Theatre and his burial site in a charming church along the River Avon. The **Oxford & C.S Lewis Home** tour will take guests just half an hour away to Oxford, where they will visit The Kilns, the former residence of beloved fantasy author C.S Lewis, where he penned some of his most renowned novels, including The Chronicle of Narnia. Or the overarching **Cotswolds Literature Tour** also ventures across rolling hills to visit the former residence of J.M. Barrie (Peter Pan) and A.A. Milne (Winnie the Po).
- American history buffs will love the **George Washington's Family Private Manor Tour**, offering the unique opportunity to visit Sulgrave Manor, the ancestral home of George Washington and a symbol of the early bond between the US and UK.
- Those in search of some of the Cotswolds' hidden gems can opt for the **Off The Beaten Track in the Cotswolds** tour. Joining a local guide, this walking tour takes guests to some of the hidden gems and secret escapes that only true locals are aware of, from English farms where centuries-old traditions still prevail and secluded churches, to the peculiar tree trunk that is said to have inspired J.R.R Tolkien.
- For families with little ones in tow, the **Family Fun in the Cotswolds** tours is sure to delight children of all ages. The tour begins at the Rollright Stones where children can discover fascinating stories involving the Kings Men and the Whispering Knights, before visiting the Cotswolds Farm Park for some up-close wildlife encounters! Falconry, sheepdog herding and lambing can also be arranged.

Benefitting from a prime position on Broadway High Street - recently voted one of the best high streets in the UK for independent stores - guests are encouraged to discover the hotel's neighbouring businesses, including the Broadway Deli, Hamilton's Chocolates and The Cotswolds Distillery for tastings, tours and masterclasses. Those looking for more culture should head to Broadway's own museum and art gallery, or even venture to Broadway Tower for awe-inspiring views over the rolling hills beyond. After a day of exploring, The Lygon Arms is the perfect place to unwind within its cosy interiors, relaxing spa and two award-winning restaurants with James Martin.

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About The Lygon Arms

Situated within the idyllic Cotswolds village of Broadway in Worcestershire lies the four-star Lygon Arms. With roots dating back to the 14th century, The Lygon Arms is steeped in history, and reminders of the vast Tudor influence are visibly appreciated in the superb restoration of original features. The Lygon Arms boasts two restaurants, GRILL and TAVERN, in addition to a variety of relaxed lounges, meeting spaces, a dedicated afternoon tearoom and a summer alfresco courtyard. Alongside this is the luxurious Lygon Spa and 86 guest rooms, including the regally appointed Charles I suite. The next chapter at The Lygon Arms has recently been crafted as homage to its origins and gateway to its future standing. Today the Lygon Arms displays quintessentially Cotswolds and timeless design, and offers the highest standards of service, gastronomy, and comfort, whilst keeping the piece of history that makes The Lygon Arms unique.

About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016 and is part of L+R Hotels (landrhotels.com) - a highly motivated family-owned global hotel investment and management company - who have an extensive portfolio of over 105 hotels, with approximately 21,000 bedrooms. Iconic Luxury Hotels is an expanding collection with an international focus. The collection is comprised of an eclectic array of properties each of which celebrates distinct architecture, cultural heritage, and natural surroundings.

Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences. The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels are comprised of Chewton Glen, an English estate on the South Coast; The Lygon Arms, a 14th Century Coaching Inn in the Cotswolds; 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential neighbourhoods; The Mayfair Townhouse which sits in the heart of the exclusive Mayfair district; and the newest addition to the group, The Chelsea Townhouse which opened its doors in September 2023 just over the road from 11 Cadogan Gardens.