



# ICONIC ROAD TRIP

EXPLORE OUR COLLECTION OF  
UNIQUE PROPERTIES ACROSS THE COUNTRY



[ICONICLUXURYHOTELS.COM](https://www.iconicluxuryhotels.com)

Chewton Glen | Cliveden House | The Lygon Arms | The Mayfair Townhouse | 11 Cadogan Gardens

# Welcome

## TO ICONIC LUXURY HOTELS

Welcome to Iconic Luxury Hotels and our Iconic Road Trip, which will take you on a bespoke journey linking the exclusive properties in our collection to experiences and adventures that will delight and enthral you. Relax in the capable hands of our experienced driver guides as you visit the destinations on your bespoke journey and create memories that will last a lifetime.

Iconic Luxury Hotels have created the perfect itinerary for your road trip around the UK. Staying overnight at our luxurious hotels, your days will include diverse experiences, such as behind-the-scenes tours of awe-inspiring stately homes and romantic castles, remarkable galleries, museums and exhibitions, vineyard tours, and wine tasting, ancient monuments, and sites of historic and national interest. With an abundance of picturesque villages and excellent country pubs, you have the option of seeing off-the-tourist-track places and exploring the small lesser-known towns in the company of your driver

guide. With a myriad of experiences and sights to see, you have the flexibility to do as much, or as little, as you desire on your Iconic Road Trip.

The Iconic Luxury Hotels collection comprises an eclectic array of properties that all celebrate their distinct architecture, cultural heritage, and natural surroundings. Each property has its 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, 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 areas and The Mayfair Townhouse, London - expect the unexpected.

To book your bespoke trip of the UK contact us:  
[Roadtrip@iconicluxuryhotels.com](mailto:Roadtrip@iconicluxuryhotels.com)



Indulge your city curiosity in the heart of Mayfair



A historic property in fabulous Chelsea



A magnificent country house, set within 376 acres of exquisite National Trust grounds



An historic 600 year old coaching inn in the charming Cotswolds



Stay in a treehouse on the edge of the New Forest, close to the coast

**CHEWTON GLEN**  
NEW FOREST



# OUR COUNTRY PROPERTIES



## CHEWTON GLEN

Hampshire - [www.chewtonglen.com](http://www.chewtonglen.com)

An English original, Chewton Glen is a remarkable destination, a 5-star Relais & Châteaux luxury hotel and spa. Located within 130 acres of gardens and woodland on the edge of the ancient New Forest in Hampshire and just a few minutes' walk from the Solent coastline. There is also the fabulous Treehouse Suites and The Kitchen - a meet, eat, cook venue overseen by TV Chef James Martin, which includes its own dedicated cookery school.

With a trophy cabinet of awards and accolades, including being ranked in Travel & Leisure's 2021 World's Best Awards 'Top 10 Resort Hotels in the UK and Ireland' and in the Top 15 European Resort Hotels, Chewton Glen's location makes it ideal for exploring the Jurassic Coastline: discovering stately homes, including Corfe Castle, Kingston Lacy and Osborne House on the Isle of Wight; experiencing remarkable gardens such as Exbury and Compton Acres, plus the vineyards of Sussex and Hampshire. Or better still, let your guide take you out onto the water, paddleboard to Old Harry Rocks, sail the beautiful waters of the Solent coastline or, simply relax and make the most of the hotel's award-winning spa and leisure facilities, which includes an indoor tennis centre, croquet lawn, golf course plus opportunities for horse riding and hiking in the New Forest.



## THE LYGON ARMS

Broadway, The Cotswolds - [www.lygonarmshotel.co.uk](http://www.lygonarmshotel.co.uk)

The Lygon Arms is a 600-year-old coaching inn located in the picturesque village of Broadway; it is often referred to as the 'Jewel of the Cotswolds'. The inn has been a destination for travellers for centuries, attracting guests as varied as King Charles I, Oliver Cromwell and Hollywood actors Elizabeth Taylor and Richard Burton at the height of their love affair. The Great Hall is the setting for The Lygon Bar & Grill, perfect for relaxed dining, or you can enjoy the quaint setting of the wine bar, the alfresco courtyard area with its picturesque gardens, or check into the spa for a treatment or two and a swim in the indoor pool, with its retractable roof to allow a little star gazing. With 86 unique guest rooms and suites, you can relax next to a roaring fire and bask in the history of this fascinating property.

Arriving after a tour, that could include the magnificent cathedral city of Salisbury, the ancient landscape of Stonehenge and the Roman city of Bath, relax in one of the many cosy lounges and enjoy afternoon tea and a chance to explore this wonderful Cotswold gem. An ideal resting place for a couple of days, The Lygon Arms is the perfect base to go over the border into Wales and discover the natural beauty of the Wye Valley and Tintern Abbey, both just a short drive away. Or closer to home, Gloucester, Monmouth, Oxford and Blenheim Palace beckon.



## CLIVEDEN HOUSE

Taplow - [www.clivedenhouse.co.uk](http://www.clivedenhouse.co.uk)

Cliveden House is a historic stately home owned by the National Trust and part of the Iconic Luxury Hotel collection. Just 20 minutes' drive from Heathrow Airport and 40 minutes from Central London, your Iconic Road Trip would not be complete without a visit to this wonderful property. Set in 376 acres of Grade-I listed manicured gardens, woods, and parkland, you can enjoy panoramic views over the River Thames and the surrounding Berkshire countryside. There is a palpable sense of history, for this is a house that for well over 350 years has been dedicated to the pursuit of pleasure, power and politics and reportedly has entertained every Royal monarch since George I, plus a host of politicians, prime ministers, and other dignitaries.

The original house was built in 1666 by the 2nd Duke of Buckingham for his mistress the Countess of Shrewsbury. Cliveden House today has 47 elegant bedrooms and suites in the main mansion, plus Spring Cottage, an idyllic riverside retreat with a flotilla of boats in which to explore this charming stretch of the River Thames. Back on dry land you have a choice of two restaurant, 'The Cliveden Dining Room', or the informal 'Astor Grill', located in the former Duke of Westminster's stables.



The exclusive Cliveden Spa with its famous outside swimming pool is a tranquil oasis hidden away in the walled garden, scented with roses and lavender. Windsor Castle is a must to explore whilst staying at Cliveden and during the British social season, why not include in your Iconic Road Trip a visit to Royal Ascot, the Henley Royal Regatta, the Royal Windsor Horse Show, or the fabulous Cliveden Literary Festival.





## OUR CITY PROPERTIES

Your driver-guides are London experts, you will be able to see London from the ground upwards with walking tours of Royal London, visits to St Paul's Cathedral, Westminster Abbey, Churchill's War Rooms, the London Eye and Buckingham Palace, and of course the Tower of London. Evenings enjoying the live theatre and musical shows, plus visits to out of the way places and street scenes where the history and magnificence of the capital city can be fully enjoyed.



### THE MAYFAIR TOWNHOUSE

*Mayfair, London - [www.themayfairtownhouse.com](http://www.themayfairtownhouse.com)*

When you walk through the doors of The Townhouse, expect the unexpected. For those looking for something individual, this is a new generation of lifestyle hotel delivering a stylish, imaginative home for the modern traveller. It has a vibrant sense of style with stunning décor, striking artwork and the townhouse's mischievous motif, the fox. Only steps away from Green Park, upscale shopping and several of London's most acclaimed restaurants, it boasts 172 rooms and suites that are elegantly practical and peacefully sumptuous. From the eclectic guest rooms and theatrical Dandy Bar to the vibrant space on the Lower Ground. The Mayfair Townhouse is becoming the place to eat, drink, to see and be seen and has been placed in The Sunday Times 100 Best British Hotels 2021 and The Sunday Times Best Hotels in London 2021; Condé Nast Traveller (US & UK) 2021 Hot List, Travel & Leisure, 2021 It List.

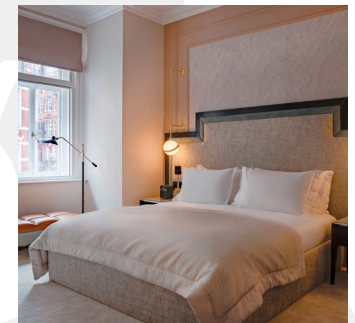




## 11 CADOGAN GARDENS

Chelsea, London - [www.11cadogangardens.com](http://www.11cadogangardens.com)

Appreciated by the cognoscenti, 11 Cadogan Gardens is an exceptional boutique hotel comprising four elegant townhouses overlooking a peaceful garden square in the heart of Chelsea and is the only Relais & Châteaux hotel in London. Distinguished, yet subtly discreet, 11 Cadogan Gardens provides the ultimate city escape with luxurious suites, a theatrical cocktail bar and Hans' Bar & Grill restaurant with its entrance opening onto the bustling pedestrianised Pavilion Road - the neighbourhood's favourite spot for all things food. Perfectly located for travellers and fashionistas, it is situated between Sloane Square and Knightsbridge, an area acclaimed worldwide for the very best in luxury and style. It has also been voted the Best Urban Hotel (UK & Ireland) in Condé Nast Johansens Awards of Excellence 2021 and has five AA Red Stars. For those in search of the arts, the Saatchi Gallery, Royal Albert Hall, and the V&A Museum are all nearby, and the hotel is ideally situated for the RHS Chelsea Flower Show in May or a visit to Wimbledon for the tennis championships during June and July.



## THE APARTMENTS BY 11 CADOGAN GARDENS

Chelsea, London - [www.11cadogangardens.com](http://www.11cadogangardens.com)

The Apartments by 11 Cadogan Gardens combines the luxury of fully serviced apartments with the discretion, comfort, and security of a private residence. Located in the heart of London's Chelsea, The Apartments are a tranquil place that offer a home-from-home for guests looking to experience life as a Londoner, with both Sloane Street and the King's Road on their doorstep. The Apartments are ideal for families thanks to their expansive footprint and multiple-bedroom options, while the fully fitted Bosch kitchens and opulent living areas mean they are the perfect choice for laid-back yet luxurious extended stays. If you choose to stay at The Apartments during your Iconic Road Trip, you will of course be able to enjoy the hotel facilities of 11 Cadogan Gardens, including traditional afternoon tea in the Drawing Room, a cocktail or two in the Chelsea Bar and a fabulous dinner in Hans' Bar & Grill.

# ACTIVITIES

*Travel and explore the UK, whilst enjoying some of the best activities along the way...*

Make a myriad of memories on your tailor-made Iconic Road Trip, whichever unique property you choose to stay in. Take a boat from Cliveden House down the River Thames or don your glad rags for an exciting day at the races at Royal Ascot. Down on the south coast stay on the edge of the New Forest at Chewton Glen, immersing yourself in history with the wonders of Stonehenge and Winchester Cathedral; afterwards be spoilt for choice with many cosy country pubs to rest and recharge in. See the sights and sounds of the city from our two London properties, from Royal palaces and parks to famous landmarks, museums and theatres in the country's capital. Or slow the pace down in the stunning Cotswolds, exploring a wealth of historical landmarks such as Sudeley Castle, or enjoy some typical country pursuits such as clay pigeon shooting or archery. Whatever your preferences and passions, our expert guides will ensure you're always spoilt for choice.

*To book your bespoke trip of the UK contact us*

Reservations  
[roadtrip@iconicluxuryhotels.com](mailto:roadtrip@iconicluxuryhotels.com)



Changing of the Guard at  
Horse Guards Parade



Visit one of the UK's many  
historical landmarks



Enjoy English vineyard  
tours and tastings



The Treehouses at Chewten Glen

# PLAN YOUR ICONIC ROAD TRIP

Whether you are visiting the British Isles for the first time, are a seasoned traveller or taking a holiday close to home, a bespoke tour promises much to enjoy and discover.

ENQUIRE NOW



To book your bespoke trip of the UK contact us: [Roadtrip@iconicluxuryhotels.com](mailto:Roadtrip@iconicluxuryhotels.com)

Iconic Luxury Hotels have created the perfect itinerary for this extraordinary driver-guided road trip around England's most iconic settings. Providing customised driver-guided tours to stately homes, magnificent gardens, and picturesque villages, the Iconic Road Trip enables guests to experience the heart and culture of each of our unique property's destinations.

Self-drive options are also available - please enquire for details. We arrange your luxury vehicle, a well-thought-out handover, expert advice, and a detailed road map. In addition, we take the time to plan your itinerary with various options, post codes, drive-times, accommodation, and restaurant reservations at Iconic Luxury Hotel properties, along with a general concierge service throughout your Iconic Road Trip. A professional guide will meet with you on your first day of driving to go over maps, mark out routes, and offer advice to help you throughout your journey.

## PROPERTIES

### THE MAYFAIR TOWNHOUSE

27-41 Half Moon Street, London  
W1J 7BG. UK

### 11 CADOGAN GARDENS

Chelsea, London  
SW3 2RJ. UK

### CHEWTON GLEN

New Forest, Hampshire  
BH25 6QS. UK

### CLIVEDEN HOUSE

Taplow, Berkshire  
SL6 0JF. UK

### THE LYGON ARMS

High Street, Broadway, Worcestershire  
WR12 7DU. UK

#### Terms and Conditions:

- Accommodation, restaurant, and spa reservations at Iconic Luxury Hotels are subject to availability.
- An additional charge of £18.00 is levied by the National Trust for all guests staying at Cliveden House, although if you are already a National Trust member there is no extra charge.
- The tour design and set up fees of 25% are non-refundable at the point of booking. Recoverable fees can only be refunded within 30 days. The remaining balance of 75% is due 30 days before your travel date. All travellers are required to obtain adequate Travel Insurance before booking.

