



STARRING GREAT BRITAIN

A Premium Collection
2025





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WELCOME

As CEO of VisitBritain, I am pleased to introduce our Starring Great Britain – A Premium Collection 2025.

This collection is your gateway to premium travel across Britain, packed full of experiences handpicked by our expert team. We want to work with the travel trade to encourage visitors to explore more of Britain.

Our latest global marketing campaign ‘Starring GREAT Britain’ is harnessing the powerful draw of film and TV to tell the story of Britain today, putting our dynamic and diverse destinations in the spotlight. The premium directory shows why our destinations are the real star of the show, showcasing our outstanding premium offer across the nations and regions.

Travel to Britain is all about variety. Visitors can enjoy our rich history and heritage alongside world-class culture and culinary excellence all in one trip, whether exploring our vibrant cities, stunning countryside or coastal destinations.

The visitor experiences featured within this Premium Collection have been specially selected for their outstanding quality. Whether sitting back and taking in views of the British countryside from the luxury of the Belmond British Pullman, embarking on a lobster safari in the Bay of Llandudno in Wales or a stay at Edinburgh’s award-winning Balmoral Hotel, Britain offers exceptional experiences to meet expectations of every traveller.

I hope this collection inspires you to add new products to your itineraries as well as supports you to sell the very best of British luxury travel to your customers.

Best wishes,

Patricia Yates

Patricia Yates
CEO, VisitBritain



Old Royal Naval College, London

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DISCOVER
LUXURY
BRITAIN

WITH ITS UNIQUE BLEND OF HERITAGE, SOPHISTICATION AND DYNAMIC SPIRIT, GREAT BRITAIN SETS THE SCENE FOR A TRULY LUXURIOUS ADVENTURE.

Your clients can immerse themselves in the diverse and vibrant culture of Britain's nations, relax in opulent five-star hotels, savour fine dining at Michelin-starred restaurants, and enjoy exclusive shopping in chic boutiques and legendary department stores; they can set-jet to famous film locations, go on thrilling outdoors adventures or discover heritage gems on intimate private tours, all with seamless transport links.

Throughout the year, Britain also hosts a variety of prestigious events and pioneering exhibitions, offering opportunities to experience the best of British culture and entertainment. From iconic sporting highlights like Wimbledon, Royal Ascot and the English Premier League, to blockbuster shows at renowned art galleries and museums, these world-class events provide a rare chance to introduce your clients to something truly unique.

For those seeking the ultimate wellness experience, Britain boasts a diverse array of unique spas and retreats. For a taste of luxury outside of Britain's bustling capital, clients can retreat to a quintessentially British country estate to unwind with bespoke spa treatments, or book into a state-of-the-art city spa and combine hydrotherapy with retail therapy.



Big Ben, London



Sky Garden, London



Great Britain is also at the forefront of sustainable luxury tourism, offering eco-conscious travellers a range of responsible yet indulgent experiences. From farm-to-table dining and luxury eco lodges to heritage train services such as the Belmond British Pullman offering a green yet luxurious way to travel.

Britain is not just one place, of course, but a trio of distinct regions: **England**, **Scotland**, and **Wales**, each with its own personality and unique take on luxury with distinctly different experiences. In England, clients can enjoy London's 5-star hotels, Mayfair's exclusive boutiques, and countryside wellness retreats nestled amid charming villages and rolling hills. In Scotland, the adventure includes grand castle stays, private whisky tastings, and exhilarating Highland treks. Meanwhile, Wales offers a more intimate luxury: explore its rugged coast on a coastal lobster safari, play a round at a boutique golf resort, or delve into history with private tours of ancient castles – all set in stunning, unspoiled landscapes.

In this guide, we have curated the finest and most prestigious experiences that Britain has to offer, ensuring that even your most discerning clients will be satisfied. It's time to make Great Britain the star of your show!





ACTIVITY INDEX

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Discover Great Britain like never before with this curated guide of luxury experiences. From Scotland's grand castles and private whisky tours to Wales' opulent countryside retreats, and England's world-class dining and shopping, the journey to unparalleled luxury starts here!





DISCOVER
LUXURY
LONDON

LONDON IS A CITY THAT KEEPS REINVENTING ITSELF, ALWAYS INVITING VISITORS TO DISCOVER SOMETHING NEW.

With iconic landmarks, from Big Ben to The Shard, world-class shopping, and a dynamic cultural scene, this vibrant city remains a magnet for high-end travellers from around the globe. Each visit offers something fresh and exciting – whether it's the eco-conscious luxury of 1 Hotel Mayfair or the culinary artistry of Michelin-starred icons like Dinner at Heston Blumenthal. Guests can unwind in elegant hotels like The Peninsula or indulge in exclusive experiences, from private Buckingham Palace tours to nostalgic journeys on The Belmond British Pullman train. For those seeking unique perspectives, hot air balloon rides provide sweeping views of London's iconic skyline, while luxury shopping in Knightsbridge or intimate viewings of the Crown Jewels add to the city's endless allure. Come see London differently!





 The Cadogan, London

ACCOMMODATION

The Cadogan, A Belmond Hotel

www.belmond.com/hotels/europe/uk/london/belmond-cadogan-hotel

With just 54 rooms, including the opulent Royal Suite – once home to Oscar Wilde – The Belmond Cadogan Hotel in Chelsea offers an intimate stay steeped in glamour and history. This storied hotel, frequented by illustrious figures of London’s past, boasts interiors rich with bespoke furnishings, curated artwork, and cosy fireplaces that echo its legacy. Guests enjoy exclusive access to the serene Cadogan Place Gardens, with tennis courts providing a tranquil escape from the city. The hotel’s sophisticated restaurant, The LaLee, delivers inventive European cuisine, while amenities include in-room spa treatments, private shopping concierge services and access to a water limo from Cadogan Pier, for a distinctly refined experience.



The Londoner

www.thelondoner.com

This 5-star luxury hotel in the heart of Leicester Square features 350 tastefully designed rooms and suites, with sleek interiors, cutting-edge technology, and scenic views of the London skyline. Guests can enjoy a variety of dining options, including a rooftop restaurant with panoramic views, as well as a stylish lobby bar and an exclusive club lounge. The wellness facilities include a state-of-the-art fitness centre, a spa and an indoor pool. Exclusive experiences such as private rooftop events, bespoke concierge services, and curated cultural tours offer guests unique access to the city. A highlight is The Live Like The Ultimate Londoner experience which includes access to a Rolls Royce chauffeur, bespoke dining curated by a personal chef and mixologist, a Vintage Champagne Afternoon Tea, hydration therapy, a personal shopping spree at Selfridges, and more.



1 Hotel Mayfair

www.1hotels.com/mayfair

1 Hotel Mayfair blends luxury and sustainability in the heart of London, offering eco-conscious travellers an elegant stay with nature-inspired decor and a commitment to environmental responsibility. Located on Berkeley Street, near Green Park, this 181-room property includes thoughtfully designed spaces filled with reclaimed wood, organic cotton linens and lush greenery. Signature rooms like the Skyline suites provide stunning city views, while amenities include an upscale restaurant led by Michelin-starred chef Tom Sellers, a wellness spa, and a state-of-the-art gym. Guests can partake in exclusive experiences, from private guided tours to wellness workshops.




Grosvenor House Suites

www.grosvenorhousesuites.com

Grosvenor House Suites offers luxurious, fully serviced residences on London’s prestigious Park Lane, ideal for both short and extended stays. Blending 5-star hotel amenities with the privacy of an exclusive residence, the property features a range of one- to five-bedroom suites, including penthouses with panoramic Hyde Park views. Each suite is elegantly furnished, with fully equipped kitchens, spacious living areas, and high-end technology. Amenities include a butler service, in-residence dining, a state-of-the-art fitness center, and access to private chefs or personal shopping services.



 Seven Dials, London



📍 Piccadilly Circus, London



Credit: Getty Images/Moment RF/Alexander Spatari

📍 London City Hall, London



📍 Little Venice, London

The OWO Residences by Raffles

www.raffles.com/london

Raffles London at The OWO offers a blend of historic grandeur and modern luxury in the iconic Old War Office building in Whitehall, a magnificent Grade II* Edwardian Baroque landmark. The hotel features 120 rooms and suites, each designed with elegant touches, marble bathrooms, and high-end technology. Guests can indulge in 11 exceptional dining and bar venues, including restaurants led by renowned chefs Mauro Colagreco and Endo Kazutoshi. Luxurious facilities include an extensive Guerlain Spa with vitality pools, wellness therapies, and a 20-metre indoor pool. Exclusive experiences include private tours of historic sites and the Spy & Bar Tasting Experience, where guests can enjoy a cocktail masterclass and uncover the building's intriguing spy history.



The Peninsula London

www.peninsula.com.cn/en/london/5-star-luxury-hotel-belgravia

The Peninsula London in Belgravia is a meticulously crafted retreat in one of London's most prestigious neighborhoods. This 5-star hotel boasts 190 lavish rooms and suites, each blending classic British charm with contemporary luxury, with suites like The Peninsula Suite providing sweeping views of Hyde Park. Thoughtfully designed spaces feature bespoke furnishings, marble bathrooms, and state-of-the-art technology. Culinary highlights include Cantonese fine dining at Canton Blue and the elegant Peninsula Afternoon Tea in The Lobby. Exclusive experiences, such as the chauffeur-driven Children's Adventure Quest or a Private Sitting with royal portraitist Ralph Heimans, make The Peninsula a good choice for families and individual travellers with sophisticated tastes.



The Whitley London

www.thewhitleylondon.com/six-senses

This sanctuary in the heart of London offers a blend of luxury and wellness, with the integration of Six Senses, a renowned global spa brand, offering a range of indulgent experiences. Located within the hotel, the Six Senses spa features state-of-the-art facilities, including a serene relaxation area, vitality pools, and treatment rooms. Guests can enjoy signature wellness treatments, holistic therapies, and personalised wellness programmes tailored to their needs. Exclusive experiences include private yoga sessions, bespoke skincare consultations, and guided wellness journeys to ensure a truly immersive and restorative stay.





Covent Garden, London

EXPERIENCES

Belmond British Pullman

www.belmond.com/trains/europe/uk/belmond-british-pullman/

The Belmond British Pullman offers a luxurious and nostalgic train journey through the British countryside, providing an unforgettable travel experience. Departing from London's Victoria Station, the art-deco train features opulent interiors with plush seats, intricate detailing, and elegant dining cars. Guests can indulge in gourmet cuisine, with curated menus served alongside fine wines in a setting of timeless glamour. Exclusive experiences include private carriages, themed journeys, and special events like murder mystery dinners or afternoon tea to enhance the experience. The Belmond British Pullman blends old-world charm with modern luxury, offering an exceptional way to explore the UK in style.

Bespoke Fragrance Experience, Floris London

www.florislondon.com/pages/bespoke

Floris London's Bespoke Fragrance Experience offers a rare, personalised journey into the art of perfumery at the UK's oldest family-run fragrance house. Located on Jermyn Street since 1730, this exclusive experience allows clients to create a unique scent from start to finish, guided by Floris's expert perfumers. Visitors are invited to explore a range of fine ingredients, blending notes to match their tastes and personality. The final creation is recorded in Floris's private ledgers, dating back 300 years, for future reorders, preserving it as a personal signature.

Club Boxes, Chelsea Football Club

www.chelseafc.com/en/club-chelsea/club-boxes

Chelsea FC's Club Boxes offer the ultimate VIP match-day experience at Stamford Bridge, offering prime views of the action. These private suites, designed to host up to 12 guests, provide a stylish setting with direct access to balcony seating overlooking the pitch. Each box features dedicated service, a curated fine-dining menu, and an extensive selection of beverages, including Champagne on arrival. Clients can enjoy pre-match, halftime, and post-match hospitality in a refined atmosphere.



Credit: VisitBritain/Tom Weightman

Buckingham Palace, London

Dinner by Heston Blumenthal

www.dinnerbyheston.co.uk/

Dinner by Heston Blumenthal, located in London's Mandarin Oriental Hyde Park, is a 2-Michelin-starred restaurant celebrated for its innovative approach to British cuisine. Created by the renowned chef Heston Blumenthal, and helmed by Chef Adam Tooby-Desmond, the menu reimagines centuries-old British recipes with modern techniques. Highlights include iconic dishes like 'Meat Fruit' (a chicken liver parfait shaped like a mandarin) and 'Topsy Cake', a slow-cooked pineapple dessert. The elegant, contemporary setting includes views of Hyde Park and an open kitchen, providing diners with a theatrical experience. For a more intimate dinner, guests can book a personalised, tailored Dinner Experience (up to 12 guests) in the private dining room, inspired by the 16th century Tudor architectural style. Also available is the Chefs Table experience (up to 6 guests), including a menu of choice served by the kitchen team and a dedicated Chamberlain.



📍 Buckingham Palace from the Mall, London

London Helicopter Tour

www.heli-air.com/store/london-helicopter-tour

A London Helicopter Tour offers an exhilarating, bird's-eye view of the capital, soaring above iconic landmarks like Buckingham Palace and the Shard. Taking off just outside the city, the tour sweeps passengers into breathtaking views, revealing London's architectural grandeur. Pilots narrate the journey, adding historical insights and interesting trivia. With varying routes and durations, these tours cater to adventurers and sightseers alike. Perfect for special occasions or unique perspectives.



📍 Tower Bridge, London

Exclusive Guided Tour of Buckingham Palace

www.rct.uk/whatson

This exclusive guided tour of Buckingham Palace offers a rare opportunity to explore one of the world's most iconic royal residences in an intimate, after-hours setting. Led by an expert guide, guests are taken through the opulent State Rooms, including the Throne Room, White Drawing Room and Ballroom, all adorned with masterpieces from the Royal Collection. The tour delves into the palace's rich history and royal traditions, providing insights into its role in British ceremonial life.

London Hot Air Balloon Rides

www.virginballoonflights.co.uk/locations/london

Virgin Balloon Flights offers a breathtaking way to see London from the skies, with a hot air balloon experience over iconic landmarks and rolling countryside. Departing from several locations near the city, these flights provide unparalleled views of the London skyline, including sights of the Thames, historic architecture and sprawling parks. Each experience begins with a safety briefing and ends with a traditional champagne toast upon landing, celebrating the adventure. With small group sizes and skilled pilots, Virgin's Balloon Flights offer a unique perspective on London, ideal for a memorable outing.



Credit: ReelDeal Images / Alamy Stock Photo

Mamma Mia! The Party, The O2

www.mammamiatheparty.co.uk/

Clients can step into a Greek island paradise at Mamma Mia! The Party, an immersive dining and entertainment experience held at London's O2 blending food, music and theatre. Fans of the hit musical can enjoy a four-course Mediterranean feast, complete with ABBA-inspired cocktails. The highlight is a vibrant live show interwoven with ABBA's greatest hits, as performers bring to life an all-new story set in Nikos' Taverna adapted by comedian Sandi Toksvig. Clients can sing along to timeless classics in a lively atmosphere and boogie the night away at the ABBA disco.

Private Tours of the Tower of London (includes private viewing of the Crown Jewels)

www.hrp.org.uk/tower-of-london/hire-a-venue/private-tours/#gs.ilhd7

These private tours of the Tower of London offer an exclusive journey through one of Britain's most iconic historic landmarks. Available outside public hours, the experiences provide rare, behind-the-scenes access led by expert guides who reveal fascinating stories of the Tower's 1,000-year history, from its origins as a royal palace and fortress to tales of intrigue and famous imprisonments. A highlight is the private viewing of the Crown Jewels, where guests can admire the world's most magnificent royal regalia up close without the usual crowds.

Sketch: Lecture Room & Library

www.visitlondon.com/things-to-do/place/2290897-sketch-lecture-room-and-library

Sketch's Lecture Room & Library is a 3-Michelin-star restaurant in the heart of Mayfair, known for its inventive French cuisine and opulent design. Housed in an 18th-century townhouse, the space is curated by designer India Mahdavi, featuring bold colours, plush velvet seating and stuccoed ceilings. Headed by Chef Pierre Gagnaire, the menu combines artistry with avant-garde techniques, presenting dishes that are as visually stunning as they are flavourful. With its comprehensive wine list and art-inspired atmosphere, Sketch's Lecture Room & Library offers an immersive dining experience in the heart of London.

smallcarBIGCITY

www.smallcarbigcity.com

Exploring London with smallcarBIGCITY offers a quirky, nostalgic journey through the city's historic streets from the front seat of a classic Mini Cooper. Guided by knowledgeable drivers brimming with anecdotes and dressed in vintage attire, the experience is a blend of sightseeing and storytelling. As the compact Mini weaves through narrow lanes, passengers can discover hidden gems, quaint alleyways and iconic landmarks. Tailored tours cater to diverse interests, from film locations to historic sites, allowing visitors to see London from a unique perspective and discover the city's character, culture, and charm.

The Foyer & Reading Room, Claridges

www.claridges.co.uk/restaurants-bars/the-foyer-and-reading-room/

Step into the timeless elegance of Claridge's Foyer & Reading Room, where guest can enjoy quintessentially British charm with a contemporary twist. Surrounded by Art Deco glamour, sparkling chandeliers, and delicate floral arrangements, guests are treated to a legendary dining experience. From the celebrated afternoon tea, with its perfectly crafted pastries and world-class teas, to refined menus throughout the day, every detail emanates luxury. For a stylish night out, clients can explore the exquisite cocktail list while live piano music fills the air.



Credit: VisitBritain/The Noodles

Leadenhall Market, London



The London Eye, VIP Experiences

www.londoneye.com/tickets-and-prices/vip-experiences/

Experience London’s iconic skyline in style with the VIP offerings at the London Eye. Options include the Champagne Experience, blending breathtaking views with a glass of chilled Pommery Brut Royal champagne, while the Cupid’s Pod delivers romance with champagne and truffles. Why not hire an entire pod for a more intimate VIP experience and enjoy 360° views of London with friends and family. Each VIP experience includes priority boarding for an exclusive and memorable journey.

The Royal Opera House, London

www.rbo.org.uk/

The Royal Opera House in London’s Covent Garden is one of the world’s most prestigious cultural venues, renowned for its rich history, grand architecture, and world-class performances. Established in 1732, this iconic institution has hosted centuries of opera and ballet, attracting leading artists and audiences from around the globe. Visitors can admire the majestic façade and explore the lavish interiors, including the stunning Paul Hamlyn Hall. Home to both The Royal Opera and The Royal Ballet, the Royal Opera House offers a quintessentially British cultural experience.

Warner Bros. Studio Tour London

www.wbstudiotour.co.uk

The Warner Bros. Studio Tour London – The Making of Harry Potter is a magical dive into the world of J.K. Rowling’s wizarding universe, bringing fans face-to-face with authentic sets, props, and costumes used in the beloved films. Located in Leavesden, just outside London, the tour immerses visitors in the magic, guiding them through iconic locations like Diagon Alley, the Great Hall, and the Forbidden Forest. Behind-the-scenes insights reveal how the magic was made, with interactive exhibits showcasing special effects and creature design.



Highclere, Hampshire

BEYOND LONDON, ENGLAND REVEALS A WEALTH OF LUXURY EXPERIENCES THAT CATER TO A VARIETY OF INTERESTS. WHETHER IT'S EXPLORING DESIGNER OUTLETS OR GOLFING AT EXCLUSIVE RESORTS SURROUNDED BY STUNNING LANDSCAPES, ENGLAND HAS LOTS TO OFFER.

England's rich cultural heritage is ever-present, from the Regency grandeur of Bath to the rustic charm of quaint Cotswolds villages. Clients can explore iconic landmarks like Waddesdon Manor with expert-led tours, or immerse themselves in English craftsmanship at the World of Wedgwood.

Forthrill-seekers, the Extravagant Hot Air Balloon Experience provides breathtaking panoramic views of Bath's Georgian architecture and lush surroundings. Those seeking relaxation will find some of the world's finest spas at luxury hotels like Whatley Manor, where historic charm meets modern luxury. Golfers can enjoy exclusive golf and spa resorts like Rockliffe Hall or Champneys Mottram Hall.

Foodies with refined tastes can savour sustainable, farm-to-table dining at Le Manoir aux Quat'Saisons in Oxfordshire, where world-class chefs create dishes from locally sourced ingredients. For a quintessentially English experience, clients can try a traditional afternoon tea at historic estates for a refined luxury travel experience.



Richmond-upon-Thames, Surrey

ACCOMMODATION

Beaverbrook, Surrey

www.beaverbrook.co.uk

Beaverbrook, a quintessentially English country estate in Surrey, offers 56 luxurious rooms across the enchanting house, garden and Coach House. Known for its opulent interiors filled with original artworks and antiques, Beaverbrook invites guests to immerse themselves in English heritage and elegance. The estate includes a world-class spa, two acclaimed restaurants serving British and Japanese cuisine, and an outdoor terrace with breathtaking views. Activities range from cooking classes and wine tastings to croquet and scenic walks across the sprawling 470-acre estate. With its rich history and curated experiences, Beaverbrook is aimed at guests seeking an authentic slice of British aristocratic life.



Bovey Castle, Devon

www.boveycastle.com

Nestled in the rolling hills of the Dartmoor National Park, Bovey Castle is a luxury hotel housed in a grand castle dating back to the early 20th century. With 60 individually designed rooms and suites, guests can enjoy an opulent stay alongside activities such as archery, falconry, cider and sloe gin making classes, and golf on a championship course. The hotel also boasts a spa and several fine dining options, including The Great Western Grill and Smith's Brasserie, as well as a private dining room that can be hired for special functions. Families can book the self-catering Luxury Private Estate Lodges, for a home-away-from home feel.



Cedar Manor, Lake District

www.cedarmanor.co.uk

This award-winning boutique country hotel in Windermere is a charming, family-owned retreat ideally situated for exploring the Lake District National Park. With a variety of individually designed rooms and luxury suites to choose from, guests can enjoy a peaceful getaway with scenic views. The hotel also features an exclusive 5-star Afternoon Tea experience and tranquil garden spaces ideal for unwinding in style. Afternoon tea is served with unique bone China from the renowned Royal Crown Derby pottery.



Cedar Manor, Windermere, Cumbria



Credit: Cedar Manor

Chester racecourse, Cheshire



Champneys Mottram Hall Hotel, Spa & Golf, Cheshire

www.champneys.com/hotels/mottram-hall

Mottram Hall, set in 270 acres of Cheshire's scenic countryside, is an opulent Georgian manor transformed into a luxury wellness and golf resort. With 120 elegant rooms and suites, it offers a refined escape featuring a health spa, where guests can enjoy wellness treatments, thermal experiences and a heated swimming pool. Mottram Hall also boasts an 18-hole championship golf course, fitness classes, and a range of outdoor activities. Fitness enthusiasts can book private sessions with a personal trainer or take part in group classes. The resort's dining options include the relaxed Carrington Grill as well as a Champagne Bar offering traditional afternoon tea.





Cliveden Hotel, Buckinghamshire



Ellenborough Park Hotel, Cheltenham

Cliveden House, Berkshire

www.clivedenhouse.co.uk

Just an hour's drive from London, Cliveden House offers a luxurious escape in a stunning English manor setting, renowned for its elegance and exceptional amenities. Guests can unwind in opulent suites, stroll through 376 acres of manicured gardens, and relax at the award-winning Cliveden Spa, which includes an outdoor hot tub and heated pool. The on-site dining experience is equally indulgent, featuring curated menus that spotlight local and seasonal ingredients. The hotel also boasts a variety of family-friendly luxury rooms and suites, including Spring Cottage, a three-bedroom holiday home on the banks of the River Thames with private chef. The hotel is conveniently located to discover iconic sites such as Windsor Castle and attend exclusive events such as the Henley Royal Regatta and Royal Ascot.



Ellenborough Park, Cheltenham, The Cotswolds

www.ellenboroughpark.com

Nestled in the Cotswolds, near Cheltenham, Ellenborough Park is a historic 15th-century manor house set in 90 acres of lush grounds, offering a blend of heritage and modern chic. Highlights include a full-service spa, laid-back fine dining with locally sourced cuisine, a heated outdoor pool, and elegant rooms with countryside views. This refined getaway allows visitors to unwind in style, and is also a convenient base from which to explore nearby Cotswolds villages. Sports enthusiasts can take advantage of the hotel's proximity to the famous Cheltenham Racecourses, and enjoy seasonal events and activities, including the exclusive Cheltenham Race Preview Night in November.



Gloucester, Gloucestershire



Lake District National Park, Cumbria

Daylesford Stays, The Cotswolds

www.daylesfordstays.com

Daylesford Stays offers a variety of luxurious, countryside accommodations centred around its award-winning organic farm in the Cotswolds. Guests can choose from traditional stone cottages, converted barns, and cosy rooms in an 18th-century pub, each with a stylish design that blends modern comfort with rustic charm. Accommodations are equipped with exclusive amenities like organic bed linens and bathing robes, as well as curated home essentials. Beyond the stays, Daylesford provides an immersive farm experience, including farm-to-table dining, wellness and spa treatments, cooking classes, and seasonal workshops, from floristry to crafts.



Gilpin Hotel & Lake House, Cumbria

www.thegilpin.co.uk/

This family-owned retreat in the Lake District offers two distinct luxury establishments situated on separate estates. Guests can opt for the laid-back ambiance of the Gilpin Hotel or the combination of hotel and country house at Gilpin Lake House. The Gilpin Hotel boasts 30 individually designed rooms, including spa lodges with private hot tubs and cedarwood saunas, as well as suites with access to serene lake views. Dining highlights include Michelin-starred SOURCE and Gilpin Spice, known for vibrant pan-Asian cuisine. For the ultimate luxury getaway, guests can book the private 6-bedroom Gilpin Lake House, set on 100 acres of private grounds with its own private lake, boat house, spa treatment room, hot tubs, saunas, and swimming pool.





Grantley Hall, Yorkshire

www.grantleyhall.co.uk

Grantley Hall is a 17th-century estate in North Yorkshire, boasting 47 elegant rooms and suites designed to provide guests with a lavish experience. Highlight is the Michelin-starred Shaun Rankin at Grantley Hall restaurant, as well as further on-site dining options. Guests can indulge in a Cream Tea Spa Afternoon at The Three Graces Spa with indoor pool, treatment rooms, and state-of-the-art fitness facilities. The hotel also offers unique experiences, including wine tastings and jazz nights, as well as seasonal workshops and events.



Credit: VisitBritain/National Trust/Steve Messam

Langdale Chase Hotel, Lake District

www.langdalechase.co.uk

Langdale Chase is a luxurious lakeside retreat on the shores of Lake Windermere. Guests can enjoy opulent rooms with lake views, fine dining featuring locally sourced cuisine, and access to landscaped gardens for relaxing. The hotel also offers a classic afternoon tea featuring traditional savouries, scones and cakes freshly made by the hotel's pastry chefs every morning, all served with a glass of champagne. Outdoors enthusiasts can explore the Lake District surroundings and the many quaint villages and quintessentially English country pubs nearby. Guest can also choose from a variety of outdoors experiences, including off roading, sailing or archery. For the ultimate Lake District adventure, guests can charter a 1928 wooden motor yacht and cruise along Windemere.



Great Langdale, Cumbria



Le Manoir aux Quat'Saisons, Oxfordshire

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Le Manoir aux Quat'Saisons, Oxfordshire

www.belmond.com/hotels/europe/uk/oxfordshire/belmond-le-manoir-aux-quat-saisons/

Belmond's Le Manoir aux Quat'Saisons is a renowned luxury retreat in Oxfordshire, celebrated for its exquisite dining and elegant accommodation. Helmed by celebrity chef Raymond Blanc, the Michelin-starred restaurant offers seasonal, French-inspired cuisine crafted from organic ingredients grown in the manor's gardens. The enchanting rooms and suites, each uniquely styled, boast serene garden views and opulent interiors. For the ultimate gourmet getaway, guests can learn from the master himself and take a cookery masterclass with Raymond Blanc, ranging from half-day introductions to residential programmes. With its blend of renowned gourmet indulgence and classic countryside luxury, Le Manoir is a prime destination for foodies looking for a quintessentially English culinary experience.



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Lucknam Park Hotel & Spa, Wiltshire

www.lucknampark.co.uk

Lucknam Park Hotel & Spa, set in a stunning 500-acre Wiltshire estate, is a countryside retreat with 42 uniquely styled rooms and suites, alongside family-friendly three-bedroom cottages for a home-away-from-home feel. This elegant hotel features a spa with a hydrotherapy pool and saltwater plunge, ideal for visitors seeking a relaxing wellness getaway. Dining includes the Michelin-starred Restaurant Hywel Jones, showcasing local produce, and the Brasserie for a more casual option. Lucknam Park offers a range of equestrian experiences for all skill levels and age groups, from scenic horseback rides through Wiltshire parkland or children's pony trails, to private riding lessons. Families can enjoy The Hideway, a wooden lodge with playrooms and games, and the outdoor adventure play area.



Matfen Hall, Northumberland

www.matfenhall.com

Matfen Hall is a stunning 19th-century mansion located in Northumberland, offering a luxurious getaway amidst beautiful countryside. This 5-star hotel features 53 tastefully appointed rooms and suites, each combining historic charm with modern comforts. Guests can indulge in award-winning dining at the hotel's restaurant, enjoy leisure facilities including a golf course, spa, and indoor pool, or relax in the gardens. Matfen Hall offers a range of exclusive experiences, including afternoon tea, a championship golf course, and luxurious spa treatments. Guests can enjoy seasonal food and wine experiences, along with outdoor activities like archery and falconry.



[Bath, Somerset](#)



[Alnwick Castle, Northumberland](#)

Queensberry Hotel, Bath

www.thequeensberry.co.uk

This boutique townhouse hotel in the heart of the city of Bath blends Georgian period charm with modern elegance. Guests can unwind the hotel's serene courtyard garden and enjoy fine dining at The Olive Tree, Bath's only Michelin-starred restaurant, which also holds four AA rosettes. Each room offers high-end touches, including flat-screen TVs and Bluetooth digital radios. The hotel's standout Four-Poster Suite combines a spacious living area with chic design elements and a luxurious canopy bed.



Rockliffe Hall Hotel, Golf & Spa Resort, County Durham

www.rockliffehall.com

Rockliffe Hall Hotel, Golf & Spa Resort in County Durham is a luxurious retreat set amidst stunning countryside. This 5-star resort boasts elegant rooms and suites, a spa and a championship golf course. Guests can indulge at the gourmet restaurant Terra, headed by top chef James Close, or explore the landscaped gardens. Whether it's a serene spa day or a challenging round of golf, visitors can find it all at Rockliffe Hall. Ideal for families, the resort also offers self-catering holiday homes a short walk from the Old Hall, with spacious family bathrooms and fully equipped kitchens.



Seaham Hall Hotel, County Durham

www.seaham-hall.co.uk

This 5-star hotel, located on the Durham coastline, is renowned for its elegant Georgian architecture and serene surroundings. Offering 20 opulent suites, including the luxurious Garden Suite with its own private garden, and the Coastal Lodge with hot tub, the hotel is a haven for relaxation. Guests can indulge in wellness treatments at the award-winning Serenity Spa, which features a thermal suite and a heated outdoor pool. Additional facilities and experiences include the pan Asian restaurant Ozone, with private dining options, and bespoke wellness retreats.



Swinton Park Hotel (castle estate)

www.swintonestate.com/hotel

Set within 20,000 acres of Yorkshire countryside, Swinton Estate offers a luxurious escape with a range of exceptional amenities and experiences. The hotel features 20 beautifully designed rooms and suites, including the grand Swinton Suite, which boasts panoramic views and elegant interiors. Families can take over the entire 'Turret' at Swinton Park, a collection of six bedrooms accessed by a private staircase or book a Cabin Yurt. There are a variety of gourmet dining options to choose from, including al fresco dining in the terraced gardens. For a wellness fix, guests can unwind at the spa with treatments tailored to individual needs. For outdoor enthusiasts, the hotel offers activities such as archery, wild swimming and geocaching in the estate's vast grounds, while exclusive experiences include private wine tastings and culinary workshops at the Swinton Cookery School housed in a converted Georgian stable.



The Manor House Hotel, Castle Combe, The Cotswolds

www.exclusive.co.uk/the-manor-house

Located in the heart of the Cotswolds, this five-star country house offers a luxurious retreat with 48 tastefully designed rooms. Guests can choose between the main house rooms, period mews cottages and lavish suites dotted around the property. Whether strolling through the Italian gardens, exploring the serene babbling brook, enjoying a round of golf, or visiting the village of Castle Combe, The Manor House offers guest a quintessentially English countryside experience. Additional facilities include access to a championship golf course, a spa with a heated indoor pool, and a well-equipped fitness center. The Michelin-starred restaurant, Bybrook, offers exquisite dining while the cozy cocktail bar is perfect for unwinding. Exclusive experiences include private golf lessons and bespoke spa treatments.





Credit: The Grand, York

📍 York, North Yorkshire

The Grand Hotel, York

www.thegrandyork.co.uk

The Grand Hotel boasts 207 elegantly designed rooms, including plush suites offering stunning views of the city. Located in the heart of York, it features a renowned restaurant, a chic bar, and a tranquil spa with a swimming pool and treatment rooms. Guests can indulge in unique experiences such as afternoon tea, wine tastings, and spa days, as well as explore nearby attractions like York Minster and the historic city walls. Aspiring chefs can choose from a variety of cooking classes on offer, from half-day to three-day classes, to learn all about modern British and international cuisine.



The Newt

www.thenewtinsomerset.com

Nestled in Somerset countryside, The Newt is a Georgian manor hotel reimagined with understated luxury and agricultural charm. Surrounded by gardens, orchards and woodlands, this 800-acre estate is a hidden oasis. Each room – whether in the honey-stone Hadspen House or the chic Farmyard conversion – combines historic character with modern comforts. Guests can wander walled gardens, explore a cyder press, or visit the farm-to-table restaurant. The estate also boasts a spa, a Roman Villa and the RIBA award-winning ‘Story of Gardening’ exhibition, complete with treetop walkways. Other exclusive experiences range from apple-pressing workshops to personalised garden tours.



📍 Bath, Somerset

The Spa Village at The Gainsborough, Bath

www.thegainsboroughbathspa.co.uk/pages/spa-village-bath.html

The Gainsborough's Spa Village Bath offers a serene, five-star wellness retreat drawing on the healing heritage of Bath's natural thermal waters. Located in the heart of this UNESCO World Heritage city, the spa features an exclusive thermal water journey where guests can enjoy pools of varying temperatures, plus saunas, steam rooms, and ice alcoves inspired by Roman bathing rituals. The spa offers personalised treatments, and a range of wellness programs. The spa's luxury accommodations include lavish rooms and suites with period features. With its elegant facilities and direct access to Bath, Spa Village provides a unique, immersive wellness experience.





📍 Bicester Village, Oxfordshire

EXPERIENCES

Bicester Village, Oxfordshire

www.thebicestercollection.com/bicester-village/en/services/personal-shopper

Bicester Village, located just outside Oxford, is a luxury shopping destination featuring over 160 boutiques from leading brands like Gucci, Prada, and Burberry, offering up to 60% off retail prices. It's popular among international visitors for its exclusive shopping experience and high-end fashion. Services include multilingual personal shoppers, VIP lounge access, and hands-free shopping. The open-air layout is designed to resemble a charming English village, and visitors can enjoy fine dining options and on-site tax-free shopping, making it a convenient destination for luxury travellers.

Manchester City Football Club Tours and Experiences

www.mancity.com/tours

www.mancity.com/hospitality/mens

Manchester City Football Club's 'Extraordinary Matchday Experiences' offer fans exclusive VIP access and a unique view of the action at Etihad Stadium. Highlights include the 'Icon Experience', featuring pitchside seats, personal meet-and-greets with club legends, and fine dining in the glass tunnel. The 'Captains Centre Circle' experience provides pre-match access to the centre circle and photo ops with the club captain. The 'Manchester City VIP Stadium Tour' gives a behind-the-scenes look at iconic areas like the team dressing rooms and players' tunnel, with the ultimate 'First Team Experience' offering exclusive access to the First Team facilities and trophies. All tours are available privately for a more personalised experience.

Netherby Hall - Ride Dine & Stay, Cumbria

www.netherbyhall.co.uk

This Grade II* listed estate, set amid 36 acres of private parkland in Cumbria, near Carlisle, offers an elegant stay with a historic twist. A standout offering is the Ride, Dine & Stay experience, where guests can indulge in an elegant horse-drawn carriage ride through the scenic Cumbrian countryside, capturing the charm of this historic estate. Following the ride, guests are treated to exceptional dining at the nearby Pentonbridge Inn, known for its seasonal, locally-sourced dishes. With accommodations spread across 10 unique apartments and cottages, and its proximity to the Scottish borders, Netherby Hall is a convenient base for exploring Cumbria's rich heritage and landscapes.

The Extravagant Hot Air Balloon Experience at The Royal Crescent Hotel & Spa, Bath

www.royalcrescent.co.uk/packages-offers/luxury-hot-air-balloon-experience-for-two/

Take to the skies over the historic city of Bath with the Royal Crescent Hotel's Luxury Hot Air Balloon Experience for Two. This exclusive package includes a serene sunrise or sunset flight, offering breathtaking views of Bath's Georgian architecture, rolling hills and surrounding countryside. After the journey above, visitors can relax at the luxurious Royal Crescent Hotel, where they can enjoy a Champagne breakfast or toast on the lawn upon landing. Perfect for a romantic getaway, this experience combines the thrill of adventure with a unique perspective on Bath.

📍 Buttermere, Cumbria

Credit: VisitBritain/Ryan Lomas





Waddesdon Manor, Buckinghamshire

www.waddesdon.org.uk/

Waddesdon Manor is a magnificent estate designed in the style of a French château and known for its extensive art collections, landscaped gardens, and Rothschild wine cellars. Built in the 19th century by Baron Ferdinand de Rothschild, the manor now offers visitors a unique experience with curated exhibitions, seasonal events, garden tours, and fine dining in the old Kitchen and Servants' Hall. The Five Arrows Hotel on-site provides boutique accommodations and boasts a 2AA Rosette restaurant and bar. Bridgerton fans will recognise the stunning building from Queen Charlotte, the spin-off of the Netflix hit series set in Regency England. The manor was also used as a filming location for The Crown season 5 and the modern musical Cinderella (2021).

World of Wedgwood Tour, Staffordshire

www.worldofwedgwood.com/content/introduction-va-wedgwood-collection-tour

Design enthusiasts can take The V&A Wedgwood Collection Tour at World of Wedgwood which offers a fascinating journey into the history and artistry of Wedgwood pottery. Visitors can explore over 250 years of heritage through an extensive collection of ceramics, artworks and archival documents, with highlights including Josiah Wedgwood's innovative designs. The experience includes hands-on activities, gallery tours and an insight into the craftsmanship that has shaped the brand. After the tour, visitors can indulge in traditional afternoon tea at the Wedgwood Tea Room or enjoy a cocktail at the stylish on-site Sixtowns Distillery & Bar.





DISCOVER
LUXURY
SCOTLAND

FROM THE CULTURAL HUBS OF EDINBURGH AND GLASGOW TO THE SERENE BEAUTY OF ITS LOCHS (TRANQUIL LAKES) AND GLENS (FORESTED VALLEYS), SCOTLAND OFFERS A BLEND OF URBAN EXPERIENCES, OUTDOOR ADVENTURES AND RELAXATION IN STUNNING COUNTRYSIDE.

Accommodation in Scotland extends beyond city luxury hotels to include iconic castles and country estates with award-winning restaurants. Many of these properties offer exclusive experiences such as private fishing, falconry and clay pigeon shooting.

Scotland's culinary scene is determined by a strong emphasis on locally sourced, seasonal ingredients. For something truly unique, clients can enjoy a private dining experience in a luxury cabin on a country estate or a whisky tasting at one of Scotland's renowned distilleries, where they can sample rare spirits and learn about the rich heritage of Scotch whisky.

Beyond the cities, Scotland's natural landscapes offer loads for those seeking the great outdoors. The Highlands, with their dramatic mountains, lochs and glens, are perfect for bespoke adventures such as private guided hikes and wildlife safaris. Golf enthusiasts can play at world-famous courses like St Andrews, the home of golf, and Gleneagles, while bespoke outdoor adventures await in the Cairngorms where visitors can soar through the breathtaking Rothiemurchus Estate on an exhilarating zip wire adventure.



Calton Hill lookout, Edinburgh

Credit: George Clerk/Getty Images



Abbotsford House, Scottish Borders

ACCOMMODATION

Abbotsford - Home of Sir Walter Scott, Scottish Borders

www.scottsabbotsford.com

Abbotsford, the historic home of Sir Walter Scott, one of Scotland’s most famous authors, is a magnificent estate located in the Scottish Borders. Designed by Scott himself in the early 19th century, the house reflects his love for Scottish history and literature, with its Gothic Revival architecture, collection of antiques and comprehensive library. The gardens, set along the River Tweed, offer scenic views and plenty of tranquil paths for leisurely walks. Visitors can take guided or self-guided tours to dive deeper into Scott’s life and work. For an immersive experience, guests can stay overnight at Hope Scott Wing, a luxury accommodation on the estate.



Cameron House on Loch Lomond

www.cameronhouse.co.uk

Nestled on the banks of Loch Lomond, Cameron House is an opulent 5-star Scottish Highlands escape featuring a Michelin-starred restaurant, Tamburrini & Wishart, alongside five additional dining venues. The luxury bedrooms, suits and apartments blend traditional and contemporary Scottish styles with high-end amenities. For added privacy, the self-catering lodges combine rustic charm with all the trimmings of a luxury retreat. Guests can explore the loch with a private champagne cruise, discover the surrounding countryside on a 4x4 safari, or take to the skies in a seaplane for panoramic views of the rugged landscape. Other activities include falconry, fishing, horse riding and clay-pigeon shooting. The expansive spa offers a rooftop infinity pool overlooking the loch, while golfers can tee off on the hotel’s 18-hole course. In the evening, guests can relax at the in-house cinema.



Glenapp Castle Hotel, Ayrshire

www.glenappcastle.com

Glenapp Castle is a breathtaking 5 Red Star Relais & Châteaux hotel, perched on the Ayrshire coast in Southwest Scotland. Set within 110 acres of woodlands and manicured gardens, the castle offers scenic views of the sea. Guests can relax in opulent rooms decorated with lavish furnishings and fine antiques, while indulging in award-winning cuisine at the 3 AA Rosette Castle Restaurant. For a truly unique experience, visitors can embark on a Hebridean Sea Safari, exploring the scenic west coast islands, complete with a luxurious 5-star picnic on a secluded sandy beach, where visitors can spot Highland cattle and wild goats from afar. Guests staying at the castle can enjoy a range of country sports from deer stalking to salmon fishing on the River Stinchar, or trout fishing on a nearby loch.



Cromlix, Stirlingshire

www.cromlix.com

Cromlix, tucked away in the Stirlingshire countryside, is a luxurious 5-star country house hotel owned by tennis champion Andy Murray and his wife, Kim. Nestled in 34 acres of landscaped private woodland and gardens, it’s located in central Scotland, close to both Edinburgh and Glasgow. Following a complete refurbishment, the hotel now boasts stylish interiors across its bedrooms, bathrooms and communal spaces, including the Glasshouse bar and restaurant. Guests can indulge in a range of activities such as falconry, croquet, foraging and, of course, tennis. Drawing on the owner’s expertise, Cromlix offers professional tennis coaching for guests of all ages and skill levels, with pristine outdoor courts set against beautiful surroundings. Guests can book private or group lessons with the hotel’s expert coaches, enjoying a tailored approach to improve their game.



Glenapp Castle Hotel, Ayrshire
Credit: VisitScotland / Luigi Di Pasquale





📍 Gleneagles Hotel, Perthshire

Credit: VisitScotland / Stewart Attwood

Gleneagles Experience, Perthshire

www.gleneagles.com

Located just one hour from Glasgow, Gleneagles is a world-renowned luxury hotel and estate nestled in 850 acres of stunning countryside. With its rich history dating back to 1924, the hotel features elegant rooms and suites, blending classic charm with modern amenities. Gleneagles also boasts three championship golf courses, a luxurious spa and fine dining in several award-winning restaurants. Outdoors activities include horseback riding, fishing and clay pigeon shooting. For true indulgence, guests can book a luxury Afternoon Tea featuring a selection of French pastries, buttery scones and traditional finger sandwiches.



Lindores Estate, Fife

www.lindores.co.uk/the-hide

Clients can experience a unique dining adventure at Lindores, a rural retreat with holiday houses on a working farm in Fife. Guests can book The Hide, a charming BBQ cabin with scenic views of the River Tay and the surrounding countryside. This intimate venue accommodates 2 to 10 guests, offering a unique Scottish culinary experience curated by a private chef, showcasing homebred and locally sourced ingredients, and a sommelier providing matching wines. Open year-round, diners can choose to relax indoors by the cosy fire or outside while soaking in panoramic views. Bespoke experiences include 4x4 Land Rover transport, farm tours and whisky tasting at the award-winning Lindores Abbey Distillery.



📍 Lochan Mor, Aviemore

Credit: VisitScotland / Damian Shields



📍 Lindores Estate, Fife



SCHLOSS Roxburghe, Scottish Borders

www.schlosshotel-roxburghe.com

Nestled in the stunning Scottish Borders, SCHLOSS Roxburghe is a 5-star country resort just over an hour's drive from Edinburgh and Newcastle. This grand estate boasts top-notch cuisine focused on fresh, home-grown produce, complemented by cosy bars featuring roaring log fires – perfect for a leisurely drink. Guests can unwind at the state-of-the-art spa, which includes an outdoor heated infinity pool. Outdoor enthusiasts will find plenty to enjoy with a championship golf course and activities like fishing, clay shooting, archery and cycling.



The Balmoral, Edinburgh

www.roccofortehotels.com/hotels-and-resorts/the-balmoral-hotel

The Balmoral Hotel, an Edinburgh icon on Princes Street, combines Scottish heritage with 5-star luxury. Recognisable by its grand clock tower, this legendary property offers plush, individually designed suites with sweeping views of Edinburgh Castle, Arthur's Seat, or the bustling Old Town. Beyond its opulent rooms, The Balmoral boasts Michelin-starred dining at Number One, a haven for modern Scottish cuisine, while Brasserie Prince offers a relaxed French-inspired menu. The hotel's spa includes a serene pool, Finnish sauna and treatments. The Balmoral also offers exclusive experiences including whiskey tastings, whiskey distillery tours, personal shopping and a 'Tartan and Tailors Tour' visiting the workshops and ateliers of Edinburgh's most celebrated craftspeople and manufacturers.



Trump Turnberry, Ayrshire

www.trumphotels.com/turnberry

Overlooking the rugged Ayrshire coast, Trump Turnberry combines Edwardian elegance with contemporary luxury, offering a grand setting on Scotland's west coast. An iconic landmark since 1906, this 5-star hotel is exceptionally designed in every way. With floor to ceiling windows and lavish furnishing, guest rooms provide breathtaking views. Highlights include the renowned Ailsa Championship golf course, a state-of-the-art golf academy, and a spa with an infinity pool featuring Atlantic views. Other activities on offer range from horseback riding, air rifle shooting and paddleboarding, to clay pigeon shooting and quad biking. Guests can indulge in afternoon tea in the grandly restored main building or dine at 1906, where Scottish produce takes centre stage. For those seeking privacy, the exclusive lighthouse suite offers scenic views. The hotel can also arrange golfing packages for guests.





Edinburgh

EXPERIENCES

Johnstons of Elgin

<https://discover.johnstonsofelgin.com/our-story/mill-experiences>

Nestled along the River Lossie in Moray Speyside, Johnstons of Elgin's five-star visitor centre offers a fascinating window into the world of luxury cashmere and fine wool. This 220-year-old mill combines heritage with craftsmanship, where visitors can join a guided tour to see artisans in action, turning raw materials into exceptional textiles. Afterward, they can browse the mill shop's selection of clothing and accessories, explore the courtyard's homewares and fabrics, or unwind at the cafe, where breakfast, lunch, or an indulgent afternoon tea awaits. As part of the Famously Hawick experience, visitors can book The Archive Experience which includes a glass of champagne on arrival and VIP access to the on-site Archive Room, where original contracts with world famous luxury brands like Burberry are kept. Visitors will leave with a personalised Johnstons of Elgin Cashmere Scarf embroidered with their initials. A bespoke personalised shopping experience is also available on request.

Rothiemurchus Estate

www.rothiemurchus.net

Rothiemurchus offers a glimpse into traditional Highland estate life, set against the stunning backdrop of the Cairngorms National Park. Encompassing 10,000 hectares of ancient forest, lochs, rivers, glens and mountains, visitors can engage in tailored experiences such as guided tours with expert Rangers, encounters with Highland cattle, deer feeding and bespoke picnic lunches. Thrill-seekers can go on a Tree Zone adventure, featuring zip wires, balance beams, hanging platforms, tight-ropes, scramble nets. This wide range of outdoor activities makes Rothiemurchus a good destination for those seeking adventure and wanting to experience Scotland's natural heritage.

Credit: Jasmin Bauer/Shutterstock



Balmoral, Edinburgh

Scotland Shop

www.scotlandshop.com

The ScotlandShop collection is inspired by the vibrant colours of Scottish tartans, a historic element in contemporary fashion. With over 500 tartans available, ScotlandShop specialises in custom-made products and offers tailoring services across three locations in Scotland, including Edinburgh and Perth. Their Tartan Tailoring service provides bespoke pieces, complete with embroidery and personalisation options, crafted to each client's preferences. The unique Clan Experience offers an hour-long exploration of clan heritage and tartans, where visitors learn the history, traditions and significance of Scottish clans. Available in-store or at guests' accommodations, this experience includes a tartan discovery session and a traditional whisky dram. ScotlandShop also offers a custom tartan design service, working with clients to create unique patterns for individuals, families, businesses, or societies.

Loch An Eilein



Credit: VisitScotland / Kenny Lam



WALES OFFERS LUXURY TRAVELLERS A MULTITUDE OF UNIQUE EXPERIENCES. ITS RUGGED COASTLINES, LUSH VALLEYS AND ANCIENT CASTLES CREATE A DRAMATIC BACKDROP FOR ADVENTURE AND RELAXATION ALIKE.

Whether visitors are taking in the grandeur of Cardiff Castle on an exclusive Connoisseur Tour, wandering through the picturesque, Mediterranean-inspired village of Portmeirion or marvel at millions of shimmering stars in one of the country's Dark Sky areas, Wales seamlessly blends history, nature and luxury for an unforgettable escape.

For outdoor enthusiasts, activities like a Lobster Safari off the cliffs of the Great Orme offer the chance to explore Wales' stunning coastline, while refined pleasures await at the Celtic Manor Resort, with world-class golf, luxurious spa treatments and gourmet dining. The Wales Perfumery, nestled in the Welsh countryside, offers a bespoke sensory experience, allowing visitors to immerse themselves in the art of fragrance-making.



ACCOMMODATION

Celtic Manor Resort, Newport

www.celtic-manor.com

The Celtic Manor Resort is renowned for hosting the 2010 Ryder Cup and offers world-class golf facilities. Its Twenty Ten Course, specifically designed for the event, spans 7,493 yards with a par of 71, featuring six signature holes and water hazards on half of the course. Beyond golf, the resort boasts a luxury spa, hot tub, a range of dining options, and stunning panoramic views. For larger groups, the hotel offers self-catering luxury Hunter Lodges located on the resort hotel grounds. With its wide range of first-class amenities, Celtic Manor caters to golfers, wellness enthusiasts, and those seeking a special getaway in the Welsh countryside.



Pale Hall, Snowdonia (Eryri)

www.palehall.co.uk

Pale Hall, a luxurious Victorian country house hotel on the edge of Eryri (Snowdonia) National Park, offers 18 opulent rooms and suites, blending period charm with modern elegance. Guests can indulge in fine dining at the hotel's three AA Rosette restaurant, which showcases seasonal British ingredients across three dining rooms. Outdoor activities abound, with opportunities for fishing, hiking and clay pigeon shooting, plus electric car rentals for scenic explorations. Guests can explore the local area in style by hiring a Rolls Royce, with or without chauffeur service, catering to those seeking a retreat that combines nature, relaxation, and culinary delights in a picturesque Welsh setting.



Voco St. David's (IHG hotel), Cardiff

<https://stdavids.vocohotels.com>

Located in Cardiff Bay, this five-star escape with 142 rooms and suites, is known for its striking glass façade and panoramic waterfront views. For those seeking an elevated experience, the exclusive Tiger Bay Floor offers scenic views, upscale amenities, and private lounges for a bespoke stay. The hotel also features an exclusive spa, a hydrotherapy pool, and a thermal suite. For the ultimate wellness experience, guests can treat themselves to 'The OSKIA Opulence' spa package, including a two-hour pool session, a 50-minute massage and a facial, followed by either lavish afternoon tea or a two-course lunch. Dining options include the stylish Tir a Môr restaurant, offering locally inspired cuisine with seasonal Welsh ingredients. With its central location in the Welsh capital, this hotel caters for guests seeking relaxation and easy access to culture and the surrounding countryside.





Cardiff Bay, Cardiff

EXPERIENCES

Cardiff Castle Connoisseur Tour, Cardiff

www.cardiffcastle.com/castle-tours

Cardiff Castle is one of Wales’ premier heritage attractions, boasting a rich history that spans 2,000 years. Originally a Roman fort, it was later transformed into a Norman stronghold and, in the 19th century, reimagined as a Gothic Revival masterpiece by architect William Burges. With its richly decorated interiors and imposing towers, the castle is one of Wales’ most striking castles. For a truly unique experience and glimpse into Welsh history, the Connoisseur Tour offers a 90-minute private visit to the Castle Apartments, complete with a personal guide. This exclusive tour provides insights into the castle’s opulent interiors, including a visit to the rooms in the Clock Tower.

Dark Sky Wales

www.darkskywalestrainingservices.co.uk

Wales is one of the top destinations for stargazing as it has some of the darkest skies in Europe and the highest percentage of land protected by Dark Skies status in the world. Dark Sky Wales offers a range of unique stargazing experiences, workshops, and astronomy sessions ideal for enthusiasts and newcomers alike. From mobile planetarium shows and astrophotography workshops to guided night sky observations, each activity provides hands-on insights into the cosmos. Their expert-led stargazing sessions feature top-tier telescopes and locations within designated Dark Sky areas, such as Bannau Brycheiniog (Brecon Beacons) National Park. For those eager to expand their skills, Dark Sky Wales also provides accredited astronomy training courses, perfect for budding astronomers.

Lobster Safari, Bay of Llandudno, North Wales

www.stgeorgeswales.co.uk/beautiful-north-wales/lobster-safari

Departing from Llandudno, the sustainable Lobster Safari, offered by St George’s Hotel, provides a two-hour evening excursion along the scenic cliffs of the Great Orme in North Wales. Led by skipper Carl Davies, a marine biologist with over 20 years of experience, this educational adventure gives participants a unique behind-the-scenes look at lobster potting and insights into lobster conservation. Beyond lobsters, the trip offers opportunities to spot seals, seabirds, and the famous wild Kashmiri goats that roam the cliffs. Llandudno itself is a charming Victorian seaside town, with elegant architecture and a lively historic pier filled with classic attractions.

Loving Welsh Food

www.lovingwelshfood.uk

The Loving Welsh Food experience offers guided food and drink tours in Cardiff, the Vale of Glamorgan, and Bannau Brycheiniog (Brecon Beacons) National Park, introducing clients to authentic Welsh flavours and culture. Participants can enjoy traditional Welsh dishes like Welsh cakes, cheeses and ciders while learning about local food history and culture. With options for walking tours, tasting sessions, and private events, these experiences highlight what makes Welsh cuisine unique and are aimed at food lovers and culture enthusiasts alike. Tours are customizable to suit specific needs, such as alcohol-free options or female guides. Additional foodie experiences include private Welsh cake workshops and Welsh Cooking Masterclasses.

Credit: Shutterstock / Cameron JR Williams



Brecon Beacons, Powys

Portmeirion, North Wales

www.portmeirion.wales

Portmeirion, a unique Italianate village on the coast of North Wales, offers an exclusive escape. Designed by Sir Clough Williams-Ellis between 1925 and 1976, this colourful village is famous for its role in the 1960s cult TV series The Prisoner. Nestled within 70 acres of lush, sub-tropical gardens and woodlands, it features tranquil lakes and miles of scenic pathways. Its Mediterranean-inspired architecture and surroundings create an otherworldly charm which is unique to this tranquil location. Visitors can take guided tours to learn about the village’s design and history, or simply wander through its colourful buildings and forest trails. There are also plenty of boutiques, cafés and restaurants as well as seasonal events and festivals. Entry to Portmeirion is ticketed, but once tickets have been purchased, visitors may stay as long as they wish, up to closure.



Credit: WL Davies/E+/Getty Images

Brecon Beacons, Powys

Wales Perfumery, Monmouthshire

www.walesperfumery.com

The Wales Perfumery, nestled in the heart of the Wye Valley, is Wales’ only perfume house and renowned for crafting luxury fragrances inspired by the region’s natural beauty. This family-run business blends traditional methods with locally sourced ingredients to create signature scents, each reflecting the lush landscapes of Wales. Visitors can take part in bespoke perfume masterclasses and workshops, offering insight into the process of perfume-making, from selecting botanicals to the final product. With a focus on sustainability and artisanship, the perfumery workshops provide a unique sensory experience for those seeking a bespoke Welsh souvenir.

TRAVEL VISA INFORMATION

Visa

Most people coming to Britain and Northern Ireland will need a visa. Whether they need one depends on the purpose of the visa and their nationality.

Clients can check whether they need a visa and what type of visa here:

<https://www.gov.uk/check-uk-visa>

There is a cost for this, and it can be applied for three months before travel. Travellers can apply for a 6-month, 2-year, 5-year and 10-year visa.

More information on short-stay visas can be found on the official government website: <https://www.gov.uk/browse/visas-immigration/tourist-short-stay-visas>

Clients may also be able to apply for an Electronic Travel Authorisation (ETA) to visit Britain and Northern Ireland depending on their nationality. More information can be found below.

Electronic Travel Authorisation (ETA)

Visitors who do not currently need a visa for short stays will be required to apply for an ETA from mid-2025. More information on the ETA scheme can be found on the official government website:

<https://www.gov.uk/guidance/electronic-travel-authorisation-eta>

The ETA is applicable for travel to Britain and Northern Ireland for up to six months for tourism, visiting family and friends, business or short-term study. Clients will also need an ETA if they are transiting through Britain and Northern Ireland.

- The ETA scheme replaced the electronic visa waiver from late 2023 for nationals of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE
- Visitors from Jordan can no longer apply for an ETA. More information for visitors from Jordan can be found on the official gov.uk website:

<https://www.gov.uk/guidance/visit-the-uk-if-youre-a-national-of-jordan>

From 8 January 2025, eligible citizens from non-European countries, including America, Canada, Australia and some Asian countries, such as Japan and South Korea, will be able to travel to Britain and Northern Ireland using an ETA – applications will open to nationals of these countries from 27 November 2024.

Clients can check when they can get an ETA on the official government website:

<https://www.gov.uk/guidance/check-when-you-can-get-an-electronic-travel-authorisation-eta>

Visa and ETA Application

Please note that [www.Gov.uk](https://www.gov.uk) is the only official UK immigration website and provides all of the information necessary to successfully complete an application.

There have been reports of customers using non-Gov.uk websites to support their UK immigration applications. If clients have made use of these websites, please be aware of the following:

- Some non-Gov.uk websites deliberately attempt to deceive customers by making it appear as though they are an official part of the application process.
- These websites can pose a risk to a customer's security and data.
- They will often charge applicants extra, unnecessary fees in addition to any fees related to the official immigration application.
- The information included on these websites is not moderated by the Home Office and may be inaccurate or misleading.

If clients think they may have been a victim of a non-Gov.uk website seeking your data and/or money, please report this to Action Fraud:

<https://www.actionfraud.police.uk/reporting-fraud-and-cyber-crime>

For ETA you need to download 'UK ETA' application.



TRADE & MEDIA RESOURCES (GCC & INDIA)

VisitBritain Corporate Website: See the latest insights, market updates, events and industry opportunities at visitbritain.org

VisitBritain Trade Resources: For additional resources, including signing up to our trade newsletter, go to visitbritain.org/travel-trade

VisitBritain Consumer Website: Find more inspiration including articles, holiday ideas and what's hot right now on our consumer website visitbritain.com (English) visitbritain.com/ar (Arabic)

VisitBritain Media Centre: For the latest media resources, product and destination inspiration, accommodation and event listings, go to visitbritain.org/news-and-media

VisitBritain Business Events: Eventsaregreat.com and MeetEngland.com

VisitBritain Asset Library: View our online image gallery, with assets available to download for trade and commercial use, at assets.visitbritain.org
(Images presented in this collection that are available for use can be found by searching [SGB Premium](#))

VisitBritain Shop: Buy tickets to a wide range of attractions, experiences and products at visitbritainshop.com

Tourism Exchange Great Britain (TXGB): Access our B2B digital platform, which connects tourism suppliers to distributors around the world. Visit txgb.co.uk

Destination Management Companies (DMCs): contact your local VisitBritain representative for a list of DMCs operating the GCC and India markets or visit [Member Directory - UKinbound](#)

Social Media Channels:



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No advice

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