

26 March 2010

## **PRESS RELEASE**

### **ELEGANT RESORTS LAUNCHES 'TAILOR-MADE' LUXURY LIFESTYLE GUIDE**

Following on from the success of their 2009 Lifestyle Guides, leading luxury travel company Elegant Resorts has this week launched '*Tailor-Made*' – the first in their 2010 series of Lifestyle Guides, offering a tempting array of extraordinary, memorable and versatile adventures, the brochure is divided into themes of '*Wildlife and Soft Adventures*', '*Cultural Trails*' and '*Epicurean Journeys*'.

'*Tailor Made*' also launches Elegant Resorts new partnership with 360 Elite, an exclusive relationship which offers money-can't-buy inspirational and challenging adventures with some of the world's best expedition leaders. Totally bespoke, these include a Five Year Everest Plan, summiting Kilimanjaro and taking virtually undiscovered routes up the Inca Trail in Peru. 360 Elite is run by Dr Rajiv Joshi, famed for leading nine UK celebrities successfully up Kilimanjaro for Comic Relief in 2009, and one of the UK's leading and experienced expedition guides.

Commenting on the launch of the guide, Alison Scott, Commercial Director, Elegant Resorts, says: 'Our clients are increasingly seeking inspirational luxury holidays, which allow them to connect with communities and cultures and experience a totally different holiday. This may be in addition to their two week 'fly and flop' luxury beach escape or perhaps to be taken in combination with it. It could be as adventurous as a climbing expedition in Africa, or as indulgent as a seven day gourmet food and wine tour through California. The key is, it needs to be truly memorable and entirely bespoke. With the attention to detail and knowledge of the luxury world for which Elegant Resorts are renowned, our clients know they can rely on us for the holiday experience of a lifetime. Moreover, whether they are looking for exploration or inspiration, exhilaration or introspection, with Elegant Resorts they know that they won't have to compromise an iota of luxury along the way.'

Highlights of the Guide include:

***Wild and Soft Adventures***

- A taster of luxury adventure travel with 360 Elite
- Wildlife adventure in South Africa and Botswana
- Unique inspiration for trips to Namibia and New Zealand
- Highlights of Brazil

***Cultural Trails***

- A journey through Sri Lanka
- Following the cultural trail through Indonesia and China
- Elegant Resorts suggested itineraries to Bhutan
- Exploring Jordan

***Epicurean Journeys***

- Including food and wine trips through California, Thailand and Australia

Copies of the guide will also be available on [www.elegantresorts.co.uk](http://www.elegantresorts.co.uk), where it is downloadable as a PDF. Additional guides include Families and Spa & Wellbeing.

**For bookings, or further information, please contact Elegant Resorts Reservations on 01244 897538 or visit [www.elegantresorts.co.uk](http://www.elegantresorts.co.uk).**

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