

The NoteWorthy Group

The London-based NoteWorthy Group (www.noteworthyevents.com) is known for providing the clients of many top luxury travel advisors with tender loving care while they're in the U.K. Founded by Managing Director Susie Worthy (susie@noteworthy.co.uk) 21 years ago, the on-site luxury provider also has offices in Florida, Edinburgh and Dublin. Here, Susie Worthy gives us a glimpse of just some of the special experiences her company provides.



THE NOTEWORTHY TEAM, left to right: Rebecca Roberts, Sasha Delaney, Nelly Hill, Susie Worthy, Louise Wood, Laura Singleton and Daphne Young.

What destinations do you cover?
England, Scotland, Ireland, Wales and, of course, London.

What is the most over-the-top experience you've provided?

The one that sticks out in my mind was for a family of four from California—two parents and two teenage sons. They were with us for more than two weeks, split between Ireland and Scotland. Highlights of their vacation included creating a custom-designed trip to keep the teenage sons busy and educated; booking the Presidential or Penthouse Suites in all the five-star hotels throughout Ireland and Scotland; hot-air ballooning at dusk over the Irish countryside; visiting an Irish horse race, where they met race officials, trainers and owners; staying two nights at a private

castle; dolphin-watching on an Irish island; powerboating on the Irish Coast; off-road driving; a private lunch at Cawdor Castle; sailing on a private yacht on Scotland's West Coast and a farewell dinner at a Scottish Castle. "Serious" restaurants opened privately just for the family throughout the trip. They traveled by helicopter and private plane to avoid long drives on minor roads, and their total spend was more than \$160,000.

What are some of the places you have insider access to?

At the Tower of London, we can arrange a private visit to the Crown Jewels before the public enters. On the River Thames, we can set up a private luxury yacht charter for

VIPs. This is very popular with our families and groups. Also, the *Royal Barge*, the Queen's official barge on the River Thames, can be specially provided for our guests. It was recently refurbished throughout and is looking splendid. This can be combined with a private visit to the Tower of London, where we can arrange private evening cocktails.

Do you see a lot of "celebration" travel going on?

We love family celebrations and have organized a number of major birthday parties for baby-boomer clients who invite all their family and friends (and pay for them!). Most of them take over private castles, where we take care of all the details for the big event:

menus, wine, flowers, entertainment and gifts. The placards and table cards are always handwritten by our calligrapher, who grinds his own ink. We are also constantly tailoring programs for multi-generational families, making sure that, whether you are 8 or 80, the itinerary is well balanced.

Do you provide transfers for those disembarking at Dover and Southampton?

Yes, and if they require a shore excursion we arrange a driver/guide to take them out to Kent, Sussex or Surrey. Or, if they require a luxury transfer to London, we make sure our drivers are right there to meet them off the ship and carry their luggage. ■