

**FOR IMMEDIATE RELEASE**

## THE GORING LANDS ANOTHER ACCOLADE IN ITS CENTENARY YEAR

### VIRTUOSO AND *VIRTUOSO LIFE* MAGAZINE HONOUR THE GORING “HOTEL OF THE YEAR” IN THE PRESTIGIOUS TRAVEL NETWORK’S 2010 ‘BEST OF THE BEST’ AWARD

*LONDON 19 August, 2010:* Yesterday, the Leading luxury travel network, **Virtuoso®**, along with its award-winning magazine *VIRTUOSO LIFE*, named **THE GORING** in London, England as the **HOTEL OF THE YEAR** within the prestigious ‘Best of the Best’ Awards for 2010.

Representing the finest in hospitality standards and amenities, the ‘Best of the Best’ awards were revealed on August 18, 2010, by VIRTUOSO CEO Matthew D. Upchurch, *VIRTUOSO LIFE* publisher Terrie Hansen and Virtuoso vice president destinations & tours Albert Herrera, during the Hotels & Resorts dinner at Virtuoso’s 22<sup>nd</sup> annual Travel Mart conference. More than 3,300 select travel advisors and preferred suppliers participated in the travel industry’s top networking event, which took place August 15-20, 2010, at the Bellagio in Las Vegas.

To be nominated by Virtuoso for the prestigious annual “Best of the Best” hotel awards, is a great honour, recognising The Goring as one of the world’s finest hotels. The Goring fought off stiff competition in the form of The Gleneagles Hotel, Auchterarder, Scotland; Amangiri, Canyon Point, Utah; Rosewood Mansion on Turtle Creek, Dallas; and Rocco Forte The Augustine, Prague.

“The *Best of the Best* nominations and awards continue to set a standard among Virtuoso partners and hotels around the world for excellence,” said Albert Herrera, Virtuoso vice president of hotels, destinations & tours, “those named ‘Best of the Best’ deserve this honour in every respect. Characterized by the service and standards they set, these recipients are emblematic of the exceptional properties and individuals within our network. They were chosen by our travel advisors, the most knowledgeable travel professionals in the industry, who also possess the most exacting standards for their clientele. These hoteliers and world-renowned properties continually deliver in their respective categories, raising the bar and guest expectations year after year. It gives us great pleasure to recognize them.”

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The Goring's prize was proudly accepted by David Morgan-Hewitt, Managing Director. This is the third major accolade that The Goring has won this year, as it celebrates its centenary. In May Travel & Leisure magazine voted The Goring the No 1 hotel in Europe in its WORLD'S BEST SERVICE awards, praising its "English charm"; also in May, TATLER magazine named The Dining Room at The Goring as 'Consistently Excellent' at the ninth annual Tatler Laurent-Perrier & Taste of London Restaurant Awards 2010. Furthermore, in July, David Morgan-Hewitt was voted manager of the Year 2010 at the industry Catey Awards in London.

The Goring remains the only five-star hotel in London that is still owned and run by the family that built it, and still exceeds, 100 years on. As David Morgan Hewitt explains:

"Ever since we opened 100 years ago, The Goring has been privileged to welcome a large number of clients from America, Australia and New Zealand. Their business is very valuable to us, so to receive this recognition from Virtuoso's travel professionals is the most wonderful accolade. For the past 100 years the Goring family has always put service above everything else. Jeremy Goring is really proud of every single member of our brilliant staff and this award is testament to their dedication and talent."

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The Goring, Beeston Place, London SW1W 0JW | Tel + 44 (0) 20 7396 9000 | Email [reservations@thegoring.com](mailto:reservations@thegoring.com)  
[www.thegoring.com](http://www.thegoring.com)

#### **About Virtuoso**

As the industry's leading luxury travel network, Virtuoso® comprises over 300 agencies with more than 6,000 elite travel advisors in 22 countries in North and South America, the Caribbean, Australia and New Zealand, as well as the world's best travel providers and premier destinations. The network's member agencies generate over \$5.1 billion annually in travel sales, making it the most powerful group in luxury travel. Virtuoso is also the exclusive network of travel services and benefits provided by MasterCard® for participating World Elite MasterCard® programs. For more information, visit [www.virtuoso.com](http://www.virtuoso.com).

#### **About The Goring**

The Goring was opened by Otto Goring in 1910. In its centenary year, it is now the only five star luxury hotel in London that is owned and run by the family that built it. Jeremy Goring is the fourth Goring to run The Goring since his great-grandfather opened it. Deep in the heart of Belgravia, just behind Buckingham Palace, the hotel is within strolling distance of the Royal Parks and the best shops, theatres and galleries in town. Above all, The Goring reflects one family's passion for quality – whose members have prided themselves on providing comfort, good food and drink and the most attentive service for one hundred years.

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#### **Media Contacts:**

Misty Ewing  
Virtuoso – Director, Public Relations  
Ph: 212.588.8242 or m: 206.484.8022  
Email: [mewing@virtuoso.com](mailto:mewing@virtuoso.com)

Demelza Dallow/Lucinda Buxton  
Mango PR for The Goring  
Ph: +44 (0) 207 421 2500  
Email: [Demelza.dallow@mangopr.co.uk](mailto:Demelza.dallow@mangopr.co.uk)

The Goring Beeston Place London SW1W 0JW

Telephone: +44 (0)20 7396 9000 Facsimile: +44 (0)20 7834 4393 [reception@thegoring.com](mailto:reception@thegoring.com) [www.thegoring.com](http://www.thegoring.com)

Registered office: 4th Floor, Imperial House 15 Kingsway, London, WC2B 6UN Registered No. 2887590 VAT Reg. No. 645 6327 26

