

LOON MOUNTAIN'S RIVERWALK EXPANDS, ELEVATING NEW HAMPSHIRE'S PREMIER MOUNTAIN DESTINATION

*Phase II expansion will provide a new grand entrance, a number of larger units for extended families & groups
Phase II also includes a new Grand Ballroom, which will be able to accommodate from 10 to 400 people, and
The Seven Birches Winery expands & a second restaurant opens named the Rhythm Tap & Grille*

LINCOLN, NH – Nestled in New Hampshire's majestic White Mountains, Loon Mountain has been the preferred ski destination for families across the Eastern United States for generations. Celebrated for its rich skiing history, snow-laden winters and unrivaled outdoor activities, the area is more than just a winter wonderland. With the landmark establishment of RiverWalk Resort at Loon Mountain in 2016, luxury accommodations met mountain adventure, delivering an unparalleled experience for discerning travelers.

While winter's allure initially beckons many to the neighboring towns of Lincoln and Woodstock, the enchantment of all four seasons keeps them rooted. From slopes adorned with spring wildflowers to the iconic fall foliage that captivates millions annually, New Hampshire's White Mountains offer an ever-evolving canvas of nature's beauty.

It is no surprise that many, driven by a pursuit of adventure and a rejuvenated appreciation for nature, have increasingly considered relocating, retiring, or at the very least looking for ways to spend more time in this magical area.

This renewed appreciation, bolstered by recent global events and a collective desire for a balanced lifestyle, has made the allure of owning a second home amidst this natural splendor stronger than ever.

Responding to this demand, RiverWalk Resort announced the groundbreaking of its Phase II development in early 2022. Marking this significant expansion, an Expanding Extraordinary groundbreaking ceremony was held in May of last year, attended by state representatives, business leaders and local stakeholders.

Set for completion in Spring 2024, RiverWalk Resort will expand to a total of 145 luxury units, along with a host of new amenities and services. RiverWalk's General Manager Renee Blood shared, "We are thrilled with the progress our extraordinary team of contractors have made

over the last 17 months on our Phase II expansion and cannot wait to open the doors to our new grand entrance next Spring. In addition to providing a number of larger units for our extended families and groups, we are especially excited about our new Grand Ballroom, which will be able to accommodate from 10 to 400 people. Our vision from the beginning has been to create a one-of-a-kind event venue in the White Mountains that provides a classically elegant setting with functional flair, ideal for destination weddings, group events, corporate retreats and more. We are also very excited about the opening of our larger production winery, day spa, and to be introducing our second restaurant, the new Rhythm Tap & Grille. This new venue will be an upscale American grille-style destination eatery with an indoor/outdoor bar overlooking the Pemigewasset River, across from Loon Mountain. It will be located just off the new lobby and will feature our on-site locally crafted Rhythm ciders and beverages."

One of the most prominent new features of Phase II is the aforementioned Seven Birches Winery expansion. While the current tasting and production rooms have been a staple in RiverWalk since its inception, the new facility will expand to over 10,000 square feet, encompassing two floors in the new building. Winery owner Mark LaClair stated, "We could not be more excited nor more ready to move into our final destination winery inside the expansion of RiverWalk. For seven years we've anticipated this eventuality and are now ready to take our winery and cidery to the next level. Our new production facility will be more than five times the current size and allow us to bring production up to 20,000 cases of wine annually. It will also greatly increase our production capacity in order to meet retail demand for our Rhythm Cider brand. The showpiece of our new facility is certainly the brand new 4,000-square-foot tasting room, including a private club lounge. The new tasting room overlooks the four new tower tanks in the production area, which lies on the floor below."

Historically, the RiverWalk land played a pivotal role in New Hampshire's logging and paper mill industry.

Today, the vision of developer Dennis Ducharme, realized with partner Billy Curran, has transformed this heritage site into a resort that currently employs over 100 dedicated individuals, all committed to delivering unparalleled hospitality.

RiverWalk's unique fractional ownership plan offers deeded rights to one-sixth of a unit, translating to eight weeks of vacation each year. Ducharme emphasized the flexibility of their offering, stating, "While eight weeks may be more than some are able to utilize themselves, our rental program ensures owners can generate income during their absence. And for those seeking a year-long haven, full units are available. We're proud to have some of New England's most esteemed individuals as part of our community and invite others to join as Phase II progresses."

Brian Willette, vice president of sales, highlighted the overwhelming success of Phase I and the continued demand. "We have had an exciting launch to our pre-sale campaign, which began in August 2022. Aside from the obvious excitement, we find, with a project such as RiverWalk, the real success story is how we are growing because of the continued support of our owner base. Over the past few years, we created a community of owners that not only love to call RiverWalk home but have invited their friends and family to also take part through ownership."

Please view, read and share this page online at: www.skiernews.com/East2024-Lincoln2.pdf

For more, please listen to the RiverWalk Resort at Loon podcast episode, easily found via a link on the East section label at: www.AlwaysUpright.com

*For inquiries and more information about RiverWalk Resort at Loon Mountain, please visit www.riverwalkresortatloon.com

For Reservations, call: 603-745-7500.

For Sales, call: 603-728-6205.

GREAT CHOICES for GREAT LODGING STAYS OFF of I-93's EXIT 32

LINCOLN, NH — An easy ride on Interstate 93 will get you to Lincoln, an extremely accessible ski destination city from anywhere in New England. Exit 32 is a scenic 100 miles north of the Massachusetts border. In the town you will find a large choice of hotels, lodges, restaurants of all types, ski shops and stores. Conveniently located on the west side of the interstate, North Woodstock is home to the Woodstock Inn and Station with its award winning brew pub and bed-and-breakfast lodging. Most of the lodges in the area offer lift ticket packages to Loon as well as the nearby resorts of Waterville, Bretton Woods and Cannon.

Below, and continued on page 3, is a brief description of lodging that SKIER NEWS staff has experienced and highly recommend.

Mountain Club on Loon

Since it is slopeside, The Mountain Club on Loon Resort and Spa is the closest you can stay to the main slopes without pitching a tent next to the gondola. The property recently completed a \$9 million renovation and now guests can enjoy all new clubrooms, studios and suites. Whether delighting in the awe-inspiring views of Loon Mountain or countless other White Mountain peaks, your everyday world is a distant memory within minutes of arriving at The Mountain Club on Loon.

The property is located slopeside on a bluff overlooking the Pemigewasset River in Lincoln. The Mountain Club provides year-round experiences and a carefree ambiance

ideal for families, couples and groups alike. Enjoy the thrills of navigating 55 mountain trails right outside your door on Loon Mountain and enjoy many other local activities as well.

The Mountain Club is New Hampshire's only ski-out lodging. In addition, for your convenience, guests receive complimentary covered garage parking. The award-winning Spa and Wellness Center features professional services along with an indoor lap and heated pool, complete cardio and workout rooms. Fitness classes, racquetball/squash, indoor basketball, steam and sauna, lockers and towels.

Please continue on Page 3 and to more choices

<p>LOCATION - SERVICE - VALUE</p> <p>SKI & STAY SLOPESIDE</p> <p>Starting at \$79*</p> <p><small>*Per person, per night</small></p>	 <p>RESORT & SPA THE MOUNTAIN CLUB on Loon</p> <p>Get away now!</p> <p>90 Loon Mountain Road, Lincoln NH 03251 800-229-7829 mtclub.com</p> <p>2 Hrs. from Boston, MA • Exit 32 off I-93 Lincoln, NH</p>	 <p>MIDWEEK WINTER LODGING PASS: 7 NIGHTS for \$500 and up</p> <p>Call for Details</p> <ul style="list-style-type: none"> • FULL SIZE INDOOR POOL • WALK to TOWN • RESTAURANT & PUB on PROPERTY <p>JUST OFF of I-93 AT EXIT 32 • 1 MILE BEFORE LOON MTN. ROUTE 112, LINCOLN, NH 03251</p> <p>Call 1-800-346-4205 • From NH, Call 603-745-3365</p> <p>www.kancamaguslodge.com</p>
 <p>Viaggio Spa</p>  <p>Ask About Kids Eat Free</p>	<ul style="list-style-type: none"> • Club Room (2); Studio or Suite (4-6) • Viaggio Spa and Wellness Center • Black Diamond Pub • Garage parking • Lap-size indoor pool • In & Outdoor Jacuzzi, steam, sauna <p>BLACK DIAMOND PUB</p> <p>Viaggio</p> <p>tripadvisor</p>	

For Great Lodging deals in Lincoln near Exit 32, close to four major I-93 resorts, also see page 3 & 4 and link online via: www.skiernews.com/ResortsEast.htm