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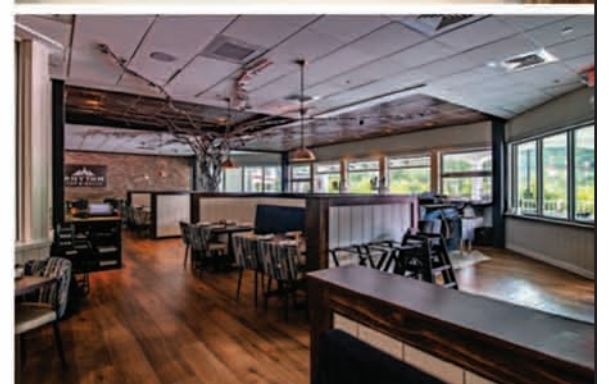


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River Walk
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RIVERWALK RESORT'S GRAND EXPANSION: EMBRACING LUXURY AMIDST HISTORIC ROOTS

Phase II expansion provides 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.

The Seven Birches Winery expands and a second restaurant opens named the Rhythm Tap & Grille.

LINCOLN, NH – Set against the backdrop of New Hampshire's picturesque White Mountains, RiverWalk Resort at Loon Mountain is celebrating a significant milestone with the grand opening of its Phase 2 expansion. This development not only elevates the level of amenities offered but also honors the rich history of a site that was once a working logging town and has since evolved into a cherished destination for families and outdoor enthusiasts. The unveiling of Phase 2 signals a new era for the resort, one that harmoniously blends modern elegance with the classic charm of a New England ski town.

Honoring a Storied Past

Long before it became synonymous with upscale accommodations and leisure, the land on which RiverWalk Resort stands played a crucial role in the state's economic narrative. It was once a bustling center for the logging and paper mill industries, reflecting New Hampshire's deep-seated connection to its natural resources and industrial heritage. Today, this same land has been thoughtfully transformed into a haven where visitors can immerse themselves in nature's beauty while enjoying top-tier hospitality.

Since opening in 2016, RiverWalk Resort has distinguished itself as more than just a gateway to Loon Mountain's renowned ski slopes. It has become a year-round destination where luxury meets adventure, attracting visitors seeking both thrilling outdoor activities and the relaxation of a high-end retreat. Each season unveils a different facet of the White Mountains' charm – from the vibrant hues of autumn leaves to the blooming wildflowers of spring, and the myriad of summer and winter recreational opportunities in between.

As the resort's popularity grew, so did the desire to enhance the guest experience further. Recognizing this, the team behind RiverWalk embarked on the ambitious Phase 2 expansion, aiming to offer even more to their guests and the community.

Unveiling Phase 2: A New Level of Excellence

The completion of the Phase 2 expansion introduces the impressive West Wing, adding 66 luxurious units and bringing the total number of suites to 145. These new accommo-

dations feature spacious two- and three-bedroom layouts, thoughtfully designed to provide a home-away-from-home experience for families and groups seeking both comfort and sophistication.

The new main lobby greets guests with an atmosphere of refined elegance, setting the stage for the exceptional service and amenities that await. Culinary delights abound at the newly introduced Rhythm Tap & Grille, an upscale American restaurant boasting an indoor-outdoor bar overlooking the resort's famous Lagoon Pool, complete with stunning views of the White Mountains. Here, guests can enjoy a taste of the region's artisanal offerings and savor locally crafted wine and cider – both produced onsite at the new, two-story, 10,000-square-foot Seven Birches Winery production facility and tasting room. Here, Seven Birches produces wine under its own brand (some of the grapes harvested from the vineyard located along the banks of the Pemigewasset River behind the resort) along with Rhythm Handcrafted Cider, which is quickly becoming a regional favorite. The new tasting room and private club lounge offer inviting spaces for guests to unwind and indulge in the flavors of the White Mountains.

The addition of the Grand Ballroom introduces a versatile venue capable of hosting events ranging from intimate gatherings to grand celebrations accommodating up to 400 guests. This space embodies the resort's commitment to providing exceptional experiences, whether for weddings, corporate retreats or special occasions.

Looking ahead, the resort has even more enhancements on the horizon. Plans are underway for a new hot tub that holds more than 27 people, which will be built in the outdoor lagoon pool area next spring, expanding on the already plentiful aquatic options for guests. Additionally, the anticipated Pulse Gondola, set to debut in the winter of 2025, will offer a seamless connection between RiverWalk Resort and the South Peak Resort area at Loon Mountain.

Creating a Community through Ownership

RiverWalk Resort offers a unique opportunity for guests to become part of its growing community through a fractional ownership program. This approach grants owners

eight weeks per year in their deeded unit, with the flexibility to rent it out when not in use. For those seeking a more permanent escape, full ownership options are available, allowing individuals to fully embrace the mountain lifestyle.

The success of this ownership model is reflected in the strong sense of community among current owners. As Vice President of Sales, Brian Willette, observes, the resort has cultivated a network of individuals and families who not only cherish their time at RiverWalk but also encourage friends and relatives to join them. This camaraderie enhances the overall experience, making the resort a place where lasting memories are forged.

Embracing the Future While Respecting the Past

The grand opening of Phase 2 is a testament to RiverWalk Resort's dedication to growth and excellence. While the resort continues to expand and evolve, it remains steadfast in honoring the history of the land and the traditions of the surrounding community. The transformation from an industrial hub to a luxury destination reflects a commitment to sustainability and a deep appreciation for the natural beauty that defines the region.

RiverWalk Resort at Loon Mountain stands as a shining example of how thoughtful development can enhance a beloved destination without compromising its inherent character.

As guests explore the new amenities and immerse themselves in the rich tapestry of experiences offered, they become part of a legacy that bridges generations.

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

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