



THE LAKE ESTATE ON WINNISQUAM

COMING IN SUMMER 2025: THE SPA AT THE LAKE ESTATE ON WINNISQUAM NEW HAMPSHIRE'S MOST ANTICIPATED NEW LUXURY DESTINATION & DAY SPA



TILTON, NH (January 23, 2024) - Slated to open in summer 2025, The Spa at The Lake Estate on Winnisquam, a 5,000 sq. ft. full-service spa, will be New Hampshire's newest luxury destination and day spa. The Spa is part of The Lake Estate on Winnisquam, a new 114-room independent luxury resort to open in the quintessential New England town of Tilton, NH in the heart of New Hampshire's Lakes Region. Located on Lake Winnisquam, the state's fourth-largest lake, the resort & spa are expected to be the most anticipated new openings in New Hampshire, and in New England, in 2025 -- a scenic 90-minute drive from Boston.

The Spa at The Lake Estate on Winnisquam is being built to be a world-class wellness facility and will welcome resort and day spa guests. The Spa will be located on the lobby level of the estate set on 36 sprawling lakefront acres with 3,400 linear feet of private natural shoreline along Lake Winnisquam with views of the Belknap and Ossipee mountain ranges. The Spa will seamlessly blend understated elegance and luxurious comfort with a nod to its natural surroundings.

"The Lake Estate on Winnisquam is set to redefine luxury in New Hampshire and including a world-class spa anchors our commitment to providing an unparalleled resort experience with top-tier holistic spa and wellness services," says Ed Rocco, General Manager and Patti Rocco, Estate Manager. "Nestled amidst our gorgeous lakeside landscape in the beautiful Lakes Region in our state, The Spa is being designed to offer a sanctuary of tranquility and rejuvenation, combining innovative treatments and natural elements to create a luxuriously relaxing, revitalizing and restorative experience for resort and day spa guests, year-round."

At The Spa, luxury will be in every detail. The eight treatment rooms, of which two will be devoted to couples, will all feature state-of-the-art, oversized and ADA-compliant massage beds by Lemi, the Italian global leader in spa and wellness equipment. The Spa team will be professionally attired in award-winning Noel Asmar uniforms and guests will be enveloped in the plush comfort of Kashwére spa robes and luxuriate in the exquisite softness of Comphy linens.

The Spa will offer elegantly designed men's and women's locker rooms, each with dry saunas along with two spacious and bright luxurious relaxation lounges offering a haven of tranquility and echoing the serenity of the lake with a double-sided fireplace adding a touch of warmth. A wall of floor-to-ceiling doors lead to the outdoor mineral spa overlooking the property's private apple orchard.

Drawing inspiration from the nourishing freshness and serenity of Lake Winnisquam and the surrounding natural woodlands, The Spa will offer a custom-curated menu of nourishing nature-inspired services of ZENTS Bespoke massages, facials, body treatments and wellness therapies. Locally sourced minerals and botanicals will set the tone and define the guests' journey. Signature massage oils, lotions, body butters and scrubs created by Connecticut-based Wild Air Skincare incorporate elements from the property and capture the essence of New England including the crisp, fresh scent of apples, the invigorating aroma of pine essential oils and the delicate fragrance of wildflowers. Throughout the year, new seasonal blends will also be crafted.

The Spa's offerings to promote physical, emotional and spiritual wellness will include therapies such as: Shamballa Wellness sound therapy to enrich harmony and balance, forest bathing to connect with the power of nature; mindful sleep rituals, and meditation. Select treatments will also be provided outdoors in private settings. Guests can also enjoy an advanced touchless sensory journey through integrated Vibro-Acoustic technology in the state-of-the-art Lemi massage beds in addition to chromotherapy. A Cancer Wellness Program will provide therapists with the skills and knowledge on how to adapt treatments for clients undergoing any form of cancer treatment and recovery. Private in-room massage will be available and outdoor massages in private cabanas will be offered seasonally.

An additional 1,500 sq. ft. terrace with views of the lake will offer a year-round outdoor oversized heated mineral spa, meditation garden, and dedicated spa fire pit. A salon on a lower level will offer styling and blow-outs and on-site customized bridal hair and make-up services, in addition to a full array of nail services. And a spa boutique will offer brands such as New Hampshire-designed Parker Mountain Comfort Wraps, VP by Valeri Perez luxury resort and spa leisure wear, products from companies such as Valmont (Swiss skincare) Kanya (chakra aromatherapy), Sprayology (homeopathic and vitamin sprays), Knesko (gem-infused skincare), The Beauty of Hope (signature hand-crafted soy candles), Voya (luxury lifestyle wellness products) and more.

With the serene beauty of Lake Winnisquam as a backdrop and the surrounding natural woodlands, The Spa at The Lake Estate on Winnisquam will be an ideal destination for celebratory getaways, or a rejuvenating escape solo or with a partner. Curated packages for bachelorette gatherings, bridal groups, girls' weekends, as well as rejuvenating weekend retreats will be available.

The Spa will be led by New Hampshire native Martha Zyla, Director of Spa & Wellness. Ms. Zyla brings 20+ years of experience in the retail, spa and hospitality industries having owned and operated a chain of retail stores throughout New Hampshire and served as Spa Director for Cascade Spa at Mill Falls at the Lake in nearby Meredith, NH for more than 15 years. She is a 15+-year member of the International Spa Association and served on the New England Spa Association board for many years. Ms. Zyla has always held a passion for health and wellness and, on a personal level, is a firm believer in homeopathy and natural remedies.

"We are thrilled to open New Hampshire's newest luxury destination and day spa this year," says Ms. Zyla. "It is our mission to create a sanctuary inspired by the beauty of our natural surroundings and provide the space and tools for guests to discover their own path to rejuvenation, relaxation and inner connection. We are committed to continuous innovation and to exceed expectations."

To complete the full spa day experience, guests at The Spa will be welcome to indulge in the estate's dining options. The Dining Room, modeled after a grand lake estate, will be an elegant restaurant

featuring floor-to-ceiling windows framing panoramic views of the lake and The Bar will offer a cozy and sophisticated setting for enjoying casual seasonal cuisine, handcrafted cocktails and fine wines.

The Lake Estate on Winnisquam will offer a complete destination spa getaway experience. The property will offer 96 oversized, custom-designed guest rooms and 18 luxurious suites, each exuding an elevated New England aesthetic inspired by the surrounding natural beauty. More than 70% of the rooms offer direct views of the lake, while others overlook lush woodlands. Many guest rooms will also feature private balconies or patios. All suites are enhanced by cozy fireplaces and most include balconies or patios with captivating lake views. All guest rooms and suites will be equipped with state-of-the-art technology.

In addition, the property is poised to become the new premier wedding destination in New Hampshire. The Lake Estate on Winnisquam is intentionally designed to be a year-round venue for everything from grand occasions to private intimate ceremonies, micro-weddings and elopements to larger celebrations for up to 220 guests. The Lake Estate on Winnisquam will also have a dedicated in-house florist.

Tourism has been a significant part of New Hampshire's economy since the 1800s. Grand Hotels were built in the late 1800s/early 1900s and were luxurious properties that drew the ultra-rich to New Hampshire's White Mountains region via new railroads that came to the region in the 1850s. The Grand Hotels transformed tourism in New Hampshire and tells the story of wealth and power that came to the region at the dawn of America's 20th century.

The Lakes Region of New Hampshire is in the east-central part of the state, south of the White Mountains Region, a scenic 1.5-hour drive north of Boston, MA. It is named for the numerous lakes in the region, home to 273 bodies of water, the largest of which is Lake Winnepesaukee. The region has long been a traditional summer retreat for wealthy New Englanders. Today, New Hampshire's Lakes Region is evolving into an exclusive year-round destination offering a plentitude of activities to keep luxury travelers entertained through all four seasons.

About The Lake Estate on Winnisquam

Slated to open in summer 2025, The Lake Estate on Winnisquam will be a new 114-room modern, independent luxury year-round resort with a 5,000 sq. ft. world-class spa located in the heart of New Hampshire's Lakes Region in Tilton, NH, a scenic 90-minute drive from Boston, MA. For additional information, visit www.thelakeestatenh.com. Instagram - @thelakeestatenh / Facebook - thelakeestatenh / #thelakeestate.

###

MEDIA CONTACT:

Stephanie Loeber

[Loeber Communications](http://www.loebercommunications.com)

Cell: 617-510-0577

E-mail: stephanie@loebercommunications.com