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## **Weekender Hotels renames recently acquired Jack Daniels Inn**

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Peterborough, NH Weekender Hotels is renaming the Jack Daniels Inn, which Weekender Hotels acquired in 2022, and will now be called Riverhouse by Weekender.

Weekender Hotels founder, Keir Weimer said, “We wanted this property to reflect the Weekender brand, which is all about adventure, new experiences and explorations, highlighting the best parts of the local area, combined with a comfortable, luxurious, design-forward and tech-enabled stay. With the property located right on the Contoocook River the new name felt right; approachable, elevated, a true home away from home. Riverhouse has an old fashioned, old-world charm, but we have modernized it to provide the perfect place for new memories to be made.”

As has been the case with Weekender’s other acquisitions, the name is not the only thing changing. Riverhouse will now have modern luxury amenities, including Kassatex linens, new technology with fully “smart hotel” integrated experiences, spa products such as Beekman 1802 toiletries, and proximity to outdoor activities and recreational opportunities in the surrounding region.

Across the street from Riverhouse is Guesthouse, a new hospitality concept by Weekender, launching with this first offering in Southern New Hampshire. Guesthouse consists of two private home suites available for short term stays, offering more space than a standard hotel room or suite, including all of the amenities that Weekender guests have become accustomed to, in an even more design-forward, avant-garde, private space.

The Weekender Hotel brand portfolio includes Great Pines resort in Old Forge, N.Y., the original property acquired by Weimer in 2015; Placid Bay Hotel in Lake Placid, N.Y.; Town House Lodge, the second hotel in Lake Placid, N.Y.; Alpine Lodge in North Creek, N.Y.; Shaheen’s Adirondack Inn in Tupper Lake, N.Y.; and a 500-acre land development project in Lake George, N.Y. for outdoor enthusiasts. Weekender will continue its expansion with three additional properties throughout New England and Upstate New York in the coming months later this spring, with a third hotel in Lake Placid and two properties in Vermont.

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