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Waterton acquires 54-room Town & Country Stowe independent hotel

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Stowe, VT Waterton has acquired Town & Country Stowe, a 54-key independent hotel located at 876 Mountain Rd. The firm will transform the property with updates to guest rooms and outdoor common areas and will add a mixture of lofted barn suites and cabins to create a product that does not currently exist in the market. Springboard Hospitality, a hotel management firm with experience in lifestyle hotel repositioning, has been tapped to operate Town & Country Stowe on behalf of Waterton.

“The acquisition of Town & Country Stowe is a great opportunity to expand our hotel footprint to the East Coast,” said Matt Mering, executive vice president, hospitality at Waterton. “Stowe has been a year-round destination for outdoor enthusiasts for decades and it’s exciting to be able to offer a new

concept in lodging that's relatively affordable and keeps the modern traveler in mind. Our signature reimagined spaces, fun food and beverage concepts and engaging experiences will set the stage for a memorable stay for our guests."

The Town & Country Stowe transaction marks the third acquisition for Waterton's experience-based lifestyle hotel portfolio, which also includes The Sierra Nevada Resort & Spa in Mammoth Lakes, CA and The Virginian in Jackson Hole, WY. With Springboard Hospitality operating each of the three assets, the firm bring a combination of value-add experience and repositioning acumen capturing immediate operational efficiencies. Additionally, the long-term fundamentals and market dynamics in the area are well-suited for this value-add opportunity with the ongoing development of the ski and snowboard industry in Stowe and the growing appeal of the market for winter sport and outdoor recreation enthusiasts.

"Given the rising demand for outdoor-oriented, active lifestyle destinations, we believe that Town & Country Stowe will bring a lodging option to the market that will become a destination for the multitude of year-round visitors and locals alike," said Mering. "In addition to being a destination for winter mountain sports, Stowe is also a destination in summer and fall for leaf-peeping season. The property also features a riverfront beach with direct access to the Stowe Rec Path, providing a path for strolling, bicycle riding, and hiking."

Situated adjacent to the 258-acre Cady Hill Forest, the hotel is located in the village on a 10-acre site and situated 15 minutes from Stowe Mountain Resort (now part of the Vail Epic Pass experience) and Mount Mansfield, the highest peak in Vermont. The property is accessible from Burlington National Airport and the city of Boston, making it an attractive destination for travelers across New England and the Northeast.

The local economy in Stowe, is driven by tourism with its access to natural scenery, wildlife, and year-round options for outdoor activities. In addition to the outdoor experiences, Stowe is home to arts and entertainment, fine dining, and shopping options. As one of Vermont's premier all-season mountain destinations, the location provides an independent lodging option that connects with lifestyle travelers while embracing the beauty and aesthetic of the surrounding community.

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