

FOR IMMEDIATE RELEASE:

**LINCOLN, N.H. INN GETS NEW LEASE ON LIFE**

*Former Beacon Resort is revitalized by new owners Lori and John Guertin*

Lincoln, N.H. – New owners Lori and John Guertin are pleased to announce the recent acquisition of the Beacon North in Lincoln, a 56-room inn with surrounding cottages, now renamed the Inn of Lincoln. The Guertins enjoy bringing distressed properties back to life to become thriving businesses that make a positive contribution to the community.

Joining the Guertins is general manager Alycia Fish. A graduate of Johnson & Wales, Alycia oversees the day-to-day operations of the inn and the dedicated staff. Previously Alycia worked in reservations at the Boston Park Plaza Hotel and Towers in Boston, Mass., where she was regularly asked to trouble shoot, gaining intimate knowledge of the lodging industry's inner workings. Her enthusiasm and energy is a welcome asset to the inn and its guests.

This same professionalism, enthusiasm, and attention to detail are what the Guertins are looking to bring to the Inn of Lincoln. "It is our intention to stay here for a long time," said Lori. "We love this area and want to showcase it through the revitalization and services we provide at the Inn of Lincoln." The Guertins have invested significant resources in updating the guest rooms, including new carpeting, bedding and linens, and updated furnishings. The exterior of the building has a new roof, all new windows, and a welcoming front entry. Free Wi-Fi is available throughout the resort, and guests can access the pools and sauna without leaving the comfort of the indoors.

The property was originally part of the Beacon Resort, built in the 1980's by the Clermont family, who owned and operated the Beacon Resort for the past 35 years. The Clermonts began with Dad's Restaurant and expanded to form the Beacon Resort. The Inn of Lincoln will continue to partner with the Beacon Resort on events and tours when applicable.

After the acquisition and complete renovation of the Essex Street Inn, the Guertin's sister inn to the Inn of Lincoln in Newburyport, Mass., Lori now serves as the general manager and innkeeper there. Her ability to manage both people and costs in addition to implementing innovative strategies to grow sales, all contributed to the over 200% increase in revenue of that project.

John brings over 20 years of project management, real estate development, and entrepreneurial expertise to the inn. Referred to as the COO, or "Chief Optimistic Officer," John also manages the family's real estate business, which includes Yankee Landing Marina, in Newburyport, Mass. John's family purchased the former struggling Carr Island Marina and transformed it into the successful business it is today.

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The Inn of Lincoln is a full service, family friendly, year round resort complete with 56-rooms comprised of suites, deluxe and standard rooms and intimate cottages. The inn caters to group tours and features a sauna and spa, indoor and outdoor heated pools, free Wi-Fi and live entertainment. Live entertainment and specials events are a mainstay at the inn. Theme, holiday and wedding package are available yearly. Situated at the gateway to Franconia Notch and the White Mountains, the Inn of Lincoln is the perfect spot to enjoy easy access to the breathtaking natural beauty of the area, including attractions, ski areas, Donald Ross-designed golf courses, shopping, antiques and quaint towns and villages. It is the goal of the inn to make any event, get-away, or family vacation a wonderful memory. For more information, please contact general manager Alycia Fish at 877.745.4888, or visit the web site at [www.innoflincoln.com](http://www.innoflincoln.com).