

# Auberge Ayer's Cliff

BY ROCHELLE LASH, SPECIAL TO THE ROAD SEPTEMBER 7, 2010



Owner Richard Laliberté's goal has been to recapture the spirit and quality of the original hotel in the Auberge Ayer's Cliff.

**Photograph by:** Don Corman, Auberge Ayer's Cliff

---

Editor's note: Some of the details might have changed since the original publication date. Please check with the establishment before heading out!

Original publication date: March 13, 2010

The Eastern Townships town of Ayer's Cliff was settled more than 200 years ago, but it was formally incorporated only in 1909. Last year, it received a 100th anniversary gift that is starting to pay off handsomely.

Richard Laliberté, a businessman with a dual focus on large-scale landscaping and country real estate, decided that Ayer's Cliff was not living up to its potential as a charming, quaint country town. He has undertaken to revitalize it.

Laliberté is building a posh new real estate development, Les Hauts du Lac Massawippi, on the outskirts of Ayer's Cliff, and wants his clients to have some entertainment, specifically fashionable shopping and delectable dining that befit country gentry. As a landscaper, Laliberté is strong on aesthetics.

So, expect some changes to the sleepy town at the southern tip of Lake Massawippi, but nothing too jarring. Laliberté is committed to preserving the town's architecture and heritage, to have everything fit together without being the same.

"I feel Les Hauts can be the Westmount of the Townships, but I want to have the new homes and the historic town integrated, with the same ambience," Laliberté said. "We have a fine quality of life and a picturesque environment, but when you spend between \$500,000 and \$1 million for magnificent

