

# Estérel reopens with a renewed glam

BY ROCHELLE LASH, SPECIAL TO THE GAZETTE DECEMBER 16, 2010



Estérel Resort has reopened in its great lakeside setting in the Laurentians.

**Photograph by:** Estérel Resort

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It's back to the glamour days, but this time the style is 2011.

The reopening a few weeks ago of the rebuilt Estérel Suites, Spa & Lake, a renowned resort in the Laurentians, is a major hotel happening.

Year-round sports and fine food are on the menu and the lakefront location is fabulous. But, most intriguing are the hotel's innovative joint ventures for entertaining its guests. Bell has installed a high-tech lounge with iPads, the SAQ's Signature Services is overseeing a wine cellar for private tastings and exclusive purchasing, and Amerispa's latest is a superbly designed body and beauty treatment centre.

When Estérel first opened in the 1960s, it set the standard in Quebec for modern countryside hotels. The Laurentians had been dominated by homespun Tyrolean-style ski lodges and vintage family resorts. Then came Estérel, a fabulous resort that broke new ground east of Ste. Adèle, far from highways and gas stations.

The wow factor was Estérel's glamour. It was the first resort to have sexy, low-slung architecture. Then there was the in-crowd who lounged poolside for cocktails and sunbathing. Estérel's manicured greens, hilly fairways and lively 19th hole were an enviable new link on the golf circuit. Hey, this was living. Quebecers had a magazine-worthy lifestyle, chez nous.

