



## THE ESTATE AT MEANDER

### FACT SHEET

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#### PROPERTY OVERVIEW

Property Name: The Estate at Meander

Location: 2333 N James Madison Highway, Locust Dale, Madison County, Virginia 22948

Ownership Entity: Meander Estate LLC

Proprietors: Eric and Kimberley Watson

Developer/Operator: Kaydence Hospitality

Property Size: 77 acres

Founded: Land was patented in 1726; Manor House and Historic Cottages established in 1766

Website: [www.experiencemeander.com](http://www.experiencemeander.com)

#### ABOUT THE ESTATE

The Estate at Meander is a historic Virginia estate located in the foothills of the Blue Ridge Mountains in Virginia's Piedmont region. With origins dating back to 1726 through a 4,000-acre land grant from George I of Great Britain to Colonel Joshua Fry—Meander Plantation's original patentee—the property predates the founding of the United States by nearly fifty years and has longstanding historical ties to some of the nation's most influential early figures, including George Washington, Thomas Jefferson, James Madison, Gilbert du Motier (Marquis de Lafayette), William Wirt and Stonewall Jackson.

Colonel Joshua Fry was one of colonial Virginia's most influential intellectual and military figures—serving as the first Professor of Mathematics and Natural Philosophy at the College of William & Mary, a surveyor of Virginia's western frontier, and co-creator of the famed Fry-Jefferson Map alongside Peter Jefferson, father of Thomas Jefferson. Widely regarded as one of the most important maps in early American history, the Fry-Jefferson Map helped shape colonial understanding of the American frontier for decades.

Fry also served as Commander-in-Chief of the Virginia Regiment at the outset of the French and Indian War. Following his untimely death in 1754 while leading troops westward, command of the regiment passed to a young George Washington—a pivotal moment that would help launch Washington's military and political ascent.

The Estate has historically served as a place of gathering, hospitality, reflection, and renewal. Today, the Estate is undergoing a significant restoration and repositioning effort focused on experiential hospitality, wellness, sustainable culinary programming, and historic preservation.



## THE ESTATE

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### CURRENT AMENITIES

- Four guest suites within the historic Manor House (circa 1766-1800), thoughtfully restored to blend historic character with elevated comfort and hospitality
- Three historic cottages dating back to the 18th century, including the approximately 830-square-foot Summer Kitchen Cottage—an adaptive reuse of the Estate’s original detached kitchen transformed into one of the region’s most unique guest accommodations
- Five private garden cottages positioned throughout the Estate’s landscaped grounds and gardens
- Harvest & Hearth, the Estate’s signature farm-to-fork culinary experience featuring seasonal cuisine inspired by Virginia’s Piedmont region and sourced from the Estate’s gardens as well as local and regional farmers, growers, and producers
- Patio & Porch, a relaxed outdoor dining experience overlooking the Estate grounds and framed by panoramic Blue Ridge Mountain views
- Extensive grounds and gardens spanning 77 acres with pastoral landscapes, mature trees, historic elements, and sweeping mountain vistas
- A scenic one-mile walking trail looping throughout the Estate along the Robinson River, pastoral meadows, wooded areas, and the historic Fry Lightfoot Cemetery (est. 1815)
- Curated wellness, culinary, seasonal, and private event experiences designed to foster connection, restoration, and immersion in the natural landscape

### THE VISION

The Estate at Meander is being thoughtfully restored and reimaged as one of the Mid-Atlantic’s premier wellness, culinary, and experiential hospitality destinations—blending nearly 300 years of history with nature-driven luxury, restorative wellness experiences, and authentic Virginia hospitality.

The Estate’s multi-phase redevelopment vision includes:

#### WELLNESS & SPA EXPERIENCES

- Elim Spa Village — Virginia’s first authentic outdoor thermal spa destination — currently under construction across nearly seven acres woven through the Estate’s historic boxwood gardens, wooded pathways, and natural meadows, with Phase I scheduled to open in October 2026
- Extensive nature- and holistic-based wellness programming including indoor and outdoor yoga and mindful movement, meditation, breathwork, sound healing, forest bathing, thermal wellness rituals, guided hikes, creative workshops, nutrition and longevity experiences, and seasonal retreats designed to foster restoration, connection, and wellbeing



## THE ESTATE AT MEANDER

### **THE VISION (continued)**

#### HISTORIC RESTORATION & ACCOMMODATIONS

- Extensive restoration of the historic Manor House, including a new roof, windows, HVAC systems, insulation, and energy-performance enhancements designed to preserve the Estate's historic integrity while improving long-term sustainability and guest comfort (2026)
- Fully renovated suites and cottages featuring a highly curated collection of antique and vintage furnishings, luxurious new bedding, and spa-inspired bathrooms (ongoing through 2026)
- A future collection of up to twenty Georgian and wellness-inspired cottages thoughtfully integrated along the Robinson River and within the Estate's forested landscape (anticipated 2028-2029)

#### CULINARY & SOCIAL EXPERIENCES

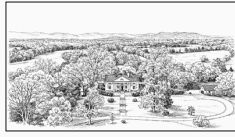
- Expanded farm-to-fork culinary programming rooted in Virginia's Piedmont region and sourced from the Estate gardens and local and regional farms and producers
- The further adaptation of the historic Manor House room known as The Reverend – an intimate espresso and cocktail lounge named after Reverend Henry Fry, son of Colonel Joshua Fry and the builder of the Manor House – opening in 2026
- Enhanced outdoor dining and gathering experiences designed to connect guests with the Estate's pastoral setting and Blue Ridge landscape

#### LANDSCAPE, AGRICULTURE & OUTDOOR EXPERIENCES

- Expanded gardens and landscape restoration throughout the Estate (ongoing)
- Enhancements to the Estate's walking trails, including interpretive historical and ecological elements
- The future addition of a five-acre lavender farm situated within the Estate's front fields, alongside long-term plans for artisanal production facilities and a market experience

#### EVENTS, RETREATS & EXPERIENCES

- Elevated retreat, wellness, culinary, wedding, and private event programming designed to foster restoration, connection, creativity, and meaningful gathering experiences throughout the year



## THE ESTATE AT MEANDER

### **ELIM SPA VILLAGE**

Opening Target (Phase 1): Fall 2026

Future Phases: Commencing 2028

Construction Status: Currently under construction and progressing on schedule

Elim Spa Village is expected to become a landmark wellness destination for Virginia and the broader Mid-Atlantic region. Inspired by ancient thermal bathing traditions and the historic identity of the Estate itself, Elim Spa Village will feature:

- Six hot, relaxation and cold pool experiences (two included in Phase 1)
- Signature Blue Ridge Reflection pool with expansive mountain and pastoral vistas
- Outdoor saunas and steam experiences including an exfoliation cabin
- Active dispersion Himalayan salt sauna
- Extensive relaxation and sensory gardens, including a natural meadow
- Nature-based wellness programming
- A collection of reflection and restorative spaces repurposed from existing farm buildings
- Bistro serving small plates and a curated list of Virginia wine, craft beer, cocktails and zero proof drinks

The project reflects growing consumer demand for immersive wellness tourism and nature-connected hospitality experiences.

### **LOCATION & ACCESSIBILITY**

The Estate at Meander is located within easy driving distance of:

- Washington D.C. (90 to 120 minutes)
- Dulles International Airport (70 minutes)
- Northern Virginia (10 to 90 minutes)
- Richmond (75 to 90 minutes)
- Fredericksburg (50 to 75 minutes)
- Charlottesville (40 to 55 minutes)
- The broader Mid-Atlantic region

The property is positioned to serve growing demand for drivable luxury, wellness, culinary, and experiential travel. It will also



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### **MEDIA STORY ANGLES**

Potential editorial storylines include:

#### WELLNESS & TRAVEL

- Wellness tourism and the rapid rise of thermal spa culture in the United States
- The arrival of the Mid-Atlantic's first authentic Nordic-inspired thermal spa destination — and why Nordic bathing rituals are resonating with American travelers
- Canadians bringing cold immersion, sauna culture, and thermal wellness traditions to Virginia's Piedmont
- The evolution of wellness travel from luxury amenity to transformational lifestyle experience
- Nature-based and restorative travel experiences in the Blue Ridge region
- The rise of drivable luxury destinations and experiential hospitality in the post-pandemic travel era
- Why travelers are seeking slower, more intentional hospitality experiences rooted in nature, wellness, and authenticity

#### HISTORY & HISTORIC PRESERVATION

- Historic preservation and adaptive reuse of a nearly 300-year-old Virginia estate
- The untold story of one of America's earliest and most historically significant hospitality properties
- How Colonel Joshua Fry helped shape early America through education, cartography, frontier surveying, and military leadership
- The Fry-Jefferson Map and its role in defining colonial America's understanding of the frontier
- How Colonel Joshua Fry's untimely death helped propel the military ascent of a young George Washington
- Restoring historic Virginia estates for modern experiential hospitality use
- Preserving history while integrating modern wellness and sustainability initiatives

#### CULINARY & AGRICULTURE

- Luxury hospitality's growing shift toward authentic farm-driven culinary experiences
- Farm-to-fork culinary programming rooted in Virginia's Piedmont region
- Estate gardens, lavender farming, and hyper-local sourcing as part of the guest experience
- The intersection of wellness, agriculture, and hospitality
- The revival of agrarian traditions within modern luxury travel



## THE ESTATE AT MEANDER

### **MEDIA STORY ANGLES (continued)**

#### BUSINESS & ENTREPRENEURSHIP

- The real-life challenges of hospitality entrepreneurship and restoring a historic estate in real time
- The husband-and-wife stewardship story behind Meander's transformation
- Balancing family, restoration, operations, and long-term vision within a living historic property
- The economic realities of financing and restoring rural hospitality destinations
- Rural tourism, placemaking, and economic development in Virginia's Piedmont region
- Building one of the Mid-Atlantic's most ambitious wellness hospitality projects outside of a major urban center
- The future of experiential hospitality and wellness-driven destination development

#### DESTINATION & LIFESTYLE

- Blue Ridge and Virginia travel destination coverage
- The growing appeal of Virginia's Piedmont as a luxury travel and culinary destination
- Romantic escapes, wellness retreats, and restorative countryside travel
- Hospitality experiences rooted in landscape, history, and meaningful human connection
- Why historic estates are becoming the future of experiential travel
- The transformation of The Estate at Meander into a modern sanctuary for gathering, restoration, and reflection

### **MEDIA ASSETS AVAILABLE**

#### Presentation decks:

- [Elim Spa Village](#)
- [Meander 300 Years of History](#)
- [Things to Do Near Meander](#)
- [Meander Brand Book](#)

#### Available upon request:

- High-resolution photography
- Elim Spa Village renderings
- Proprietor interviews and bios
- Historical background materials
- Logos and branding assets
- Site tours and media visits



## THE ESTATE AT MEANDER

### **SOCIAL MEDIA**

Instagram: [/meandermoments](#)

Facebook: [/meandermoments](#)

TikTok: [@meandermoments](#)

Pinterest: [/meandermoments](#)

LinkedIn: [/company/experiencemeander](#)

### **MEDIA CONTACT**

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### **BIOS**

ERIC WATSON – Managing Partner and CEO, Kaydence Hospitality | Meander Estate LLC

Eric is the visionary behind the restoration and repositioning of The Estate at Meander. With nearly three decades of entrepreneurial, hospitality, development, and operational experience, Watson has built a career around creating highly differentiated experiential destinations rooted in wellness, placemaking, culture, and authentic hospitality.

Throughout his career, Watson has led and advised \$2B+ in projects spanning hospitality, wellness, recreation, real estate development, and destination-based experiences across North America. His work has focused on identifying emerging consumer and lifestyle trends and translating them into immersive hospitality concepts that foster meaningful human connection, restoration, and sense of place.

At Meander, Watson is leading a multi-phase vision that combines historic preservation, wellness tourism, culinary programming, and nature-based experiences – including the development of Elim Spa Village, Virginia’s first authentic outdoor thermal spa destination.

Watson is particularly passionate about adaptive reuse, restoring historically significant properties, and creating hospitality experiences that integrate history, wellness, sustainability, agriculture, and community impact. His work at Meander reflects a broader belief that the future of hospitality lies in authenticity, emotional connection, and experiences rooted in landscape and story.



## THE ESTATE

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KIMBERLEY WATSON - Co-Steward and Director of Operations, Meander Estate LLC

Kimberley Watson serves as Co-Steward and Director of Operations for The Estate at Meander, overseeing the operational execution behind the Estate's ongoing restoration, guest experience, and long-term growth.

Raised on a dairy farm in Prince Edward Island, Kimberley developed an early appreciation for agriculture, land stewardship, hard work, and rural community life—values that continue to shape her approach to hospitality and operations today. She later earned a degree in Agricultural Engineering before relocating to Alberta, where she spent much of her professional career in the energy industry across production engineering, operational leadership, and project management roles.

Prior to joining Kaydence Hospitality, Kimberley built extensive experience managing complex operational and infrastructure-focused projects requiring strong organizational leadership, execution, and team coordination. At Meander, she brings that same operational discipline and systems-oriented approach to the stewardship and daily management of the Estate.

Kimberley plays a critical leadership role across accommodations, food and beverage operations, guest services, events, staffing, and property operations, helping guide the Estate through a significant multi-phase restoration while maintaining an elevated and highly personalized guest experience.

For Kimberley, Meander also represents a personal return to her agricultural roots—reconnecting hospitality, land, gardens, food, and community within one of Virginia's most historically significant rural estates.

Together, Eric and Kimberley Watson are leading the stewardship of Meander with a shared commitment to preserving the Estate's historic significance while building one of the Mid-Atlantic's most distinctive wellness and experiential hospitality destinations.