

Hospitality rich in Tradition since 1912

The Ashworth by the Sea has been a landmark hotel on Hampton Beach for over 100 years. Thousands of visitors have enjoyed the mainstay traditions of this only full-service, oceanfront hotel on the NH coastline. Originally built in 1912 by Colonel George Ashworth, the Ashworth by the Sea was one of the first hotels on Ocean Boulevard and quickly became the premier icon of Hampton Beach. The original Ashworth stood only a few years, when it was destroyed by fire. It was immediately rebuilt only to be burned down again in 1915. Col. George Ashworth was an unusual and interesting character, best remembered for his love of Hampton Beach and his untiring devotion to the cause of its orderly development and overall welfare.

During the Ashworth by the Sea's several transfers of ownership, in the Mid-50s, Paul Grandmaison, became the first official General Manager. Then, in the Fall of 1953, Paul and his brother Norman, leased the Ashworth, eventually purchasing it in the summer of 1954. Thereafter, the two brothers operated the hotel seasonally for the next 15 years and in 1969 opened its doors for year-round operation. Paul's son, John Grandmaison, joined the Ashworth management team in 1975.

In 1980, a large expansion with a new building doubled the size of the property, and another undertaking completely renovated the original Ashworth building in 1986. Paul Grandmaison was able to see the outcome of the renovation just before he passed in June of that year, bringing to close his 32 years as co-owner of the Ashworth by the Sea.

In 2006, the Grandmaison family entrusted their life's work in this beautifully grand historic hotel in a private sale to its current owner, S & S Hotels, based in Hooksett, New Hampshire.

In 2007, S&S Hotels set out to make the 95-year-old hotel on Ocean Boulevard the keystone of Hampton Beach, upholding its traditions rich in history, while offering guests all the upgraded amenities they've come to expect. Renovations took place to the restaurant, guest rooms, lobby and soon the ballroom to offer comfortable, and well-appointed updates that would honor the history.

The Ashworth by the Sea, owned by S & S Hotels, is operated by Colwen Management Company of Portsmouth, NH. S&S Hotels, now known as XSS Hotels, owns over 10 hotels in the New England area, including Portsmouth, New Hampshire. Colwen Management Inc. manages the Ashworth by the Sea and all of the properties owned by XSS Hotels. The Ashworth is owned and managed by both companies.

Since 2006, nearly two million dollars have gone into the restoration and upgrades of the property. The Ashworth's dining facility, Breakers Restaurant and Bar, has seen a beautiful renovation including a restored stone fireplace, wrap-around bar, enlarged windows to improve beach views, and an expanded dance floor to make the most of entertainment. The Sand Bar outdoor sun deck's improvements have made it a popular Summer spot for light meals, cold beverages, live entertainment and beautiful beach views. The newly renovated Wharfside Café offers a hearty year-round breakfast.

Ashworth offers chef-catered weddings, corporate meetings & retreats and other social gatherings held in their beautiful and spacious function rooms. The hotel's guest rooms have seen many upgrades; including improving the balcony views with the installation of all-glass enclosures.

Over the years, Presidents and celebrities alike have stayed at the Ashworth including Richard Nixon, Ronald Reagan, George Bush, Johnny Cash, June Carter Cash, BB King, the Marshall Tucker Band. New and repeat visitors have enjoyed the friendly tradition of hospitality that continues today at this seaside escape – still the only full-service oceanfront resort hotel on the New Hampshire Seacoast.

