124 ON QUEEN HOTEL AND SPA ANNOUNCES

EXCLUSIVE LUXURY PARTNERSHIP WITH LEXUS CANADA

Elevating Niagara Travel with Curated Driving Experiences, Mindful Luxury Amenities, and Winter Meeting Incentives has officially launched.



Photo credit: Jon Lepp Media

NIAGARA-ON-THE-LAKE, ON

124 on Queen Hotel and Spa, the premier boutique luxury resort located in the heart of historic Niagara-on-the-Lake, is proud to announce a strategic partnership with Lexus Canada. Centered on Lexus' famed ethos of "Experience Amazing," this collaborative venture seamlessly blends world-class hospitality, eco-conscious luxury, and high-performance automotive craftsmanship to offer guests and corporate travellers an extraordinary, tailored escape.

The partnership brings together two iconic brands committed to anticipatory service, refined design, and mindful luxury. Guests visiting 124 on Queen can enjoy an array of bespoke on-site touchpoints, immersive driving packages, and exclusive rewards for the Lexus community.

Experience Amazing Curated Niagara Journeys

Designed for professionals and seasoned travellers across Canada and the United States, 124 on Queen has crafted signature guest experiences that bring Lexus' precision and elegance directly to the Niagara region. Guests can sit back and enjoy the scenic Vineyards & Estates Waterfront Drive along the Niagara Parkway, serving as a gateway to surrounding neighbourhood wineries that offer guided wine tours and excursions celebrating the region's rich wine culture, all while experiencing top-tier Lexus engineering paired with stunning local vistas. To ensure an effortless journey, 124 on Queen's certified Les Clefs d'Or Concierge team personally manages and coordinates guest shuttle itineraries, while guests also enjoy seamless, elevated transfers to and from cultural performances such as the Shaw Festival Theatre for world-class performances. On site, the experience is complemented by exclusive luxury touchpoints, including complimentary underground parking for Lexus vehicles, complete with a touch-up cleaning area, and dedicated EV charging stations tailored for electric and plug-in hybrid models.

Winter Meeting Incentives & Corporate Focus

In tandem with the consumer launch, the partnership introduces custom winter meeting incentives designed specifically for corporate retreats, board meetings, and business incentives. Corporate planners booking event packages will gain access to exclusive Lexus driving incentives, group spa credits, and curated team-building itineraries along the Niagara wine route.

Exclusive Perks for the Lexus Community

To celebrate the partnership, Lexus owners and 124 on Queen guests can unlock an exclusive promotional package when booking directly using the dedicated code LEXUS124Q and presenting their Lexus vehicle key upon check-in. This offer features an exclusive overnight rate of 20% off regular room rates for bookings made 30 days in advance, accompanied by a VIP welcome amenity that includes a complimentary bottle of premium wine upon arrival paired with a personalized handwritten card from the General Manager. Additionally, guests can enjoy 10% off retail items at the Spa at Q, ensuring a seamless and elevated luxury experience from check-in to check-out.



Aligned Brand Pillars, Luxury with Purpose

124 on Queen's brand identity centers on five foundational pillars that closely parallel Lexus' commitment to craftsmanship and sustainability. At the heart of the guest experience are curated services, which deliver anticipatory, highly personalized care through fine high-thread-count linens, custom furnishings, handwritten welcome notes, complimentary underground parking. This dedication to excellence extends into mindful luxury and wellness-centric experiences, blending responsible indulgence, such as farm-to-table dining at Treadwell Cuisine, eco-friendly spa products, energy-efficient operations, and EV infrastructure, with integrative health offerings like a WITT-certified Hydrotherapy Wellness Circuit and Zen Garden Cabana Massage. Grounded in its physical surroundings, the property remains rooted in nature through lake-life-inspired architectural design, native pollinator landscaping, and tranquil reflection ponds, while simultaneously upholding local culture, global standards by championing regional artisans, neighbouring wineries, and VQA vintages alongside world-class, five-star hospitality.

"*Our partnership with Lexus represents a meeting of minds rooted in anticipatory service, sustainable luxury, and unforgettable craftsmanship. By pairing 124 on Queen's award-winning accommodations and wellness facility with the 'Experience Amazing' standard of Lexus, we are offering our corporate and leisure guests an unparalleled way to explore Niagara-on-the-Lake.*"- General Manager, 124 on Queen Hotel and Spa



About 124 on Queen Hotel and Spa

Located in historic Niagara-on-the-Lake, Ontario, 124 on Queen Hotel and Spa is an award-winning boutique resort combining modern elegance with historic charm. Featuring contemporary guestrooms and villas, world-class farm-to-table dining at Treadwell Cuisine, a tranquil Zen Garden, and a state-of-the-art Spa and Hydrotherapy Wellness Circuit, the property offers a modern sanctuary for discerning travellers.

Recent Property Accolades:

- Spas of America: Top 100 Spas 2025
- WITT (Wellness in Travel & Tourism): Certified Property
- Tripadvisor Travelers' Choice Award 2025 (Rating: 4.6/5)
- Wine Spectator Award of Excellence 2025
- Fine Wine: World's Best Wine List 2025
- OpenTable Diner's Choice Awards 2024
- Google Rating: 4.7 / 5 Stars

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Let's Stay Connected:

Website: https://124queen.com/
Instagram: https://www.instagram.com/124onqueen/

Additional Resources:

- 124 on Queen Packages and Specials
- 124 on Queen Dining Options
- 124 on Queen Spa Packages

