



West Baden Springs Hotel



French Lick Springs Hotel

Golf

IN THE HEART OF HOOSIER COUNTRY



French Lick Resort with Ross and Dye courses, has a history of hosting major tournaments, including the 2015 Senior PGA Championship.

FRENCH LICK, INDIANA: French Lick Resort, with two sister hotels—the West Baden Springs Hotel and the French Lick Springs Hotel—first welcomed guests in 1845. The AAA four diamond property has invested over \$600 million in recent years. Amenities include the largest resort conference center in the Midwest, a full-service casino, two spas, the Kidsfest Lodge, a bowling alley, and 54-holes of golf, including Donald Ross and Pete Dye Signature designs.

“Golf has been a pillar of our resort amenities since the early 1900s,” explained Dave Harner, director of golf operations at French Lick Resort. “I never envisioned how successful we would be after the opening of our Dye Course. We are an economic driver for the region. The success of French Lick Resort has resulted in tens of millions of dollars of financial impact in our communities.”

A WOMAN’S TOUCH

When management at French Lick Resort green lighted a new course, a request for proposal was sent to all the usual suspects. “Alice Dye [Pete’s wife] called us when she heard about the project,” said Harner. “Within days, we were meeting with Pete over lunch.

“It quickly became clear to us Pete was our guy,” relayed Harner. “During the design and construction process, both Pete and Alice were a force in critical decisions. Alice created a fictional character named Mary Jones. As the holes were shaped and defined, Alice would question ‘How would Mary Jones play this hole?’ Her input has made a difference in the golf experience for women. She really opened my eyes to golf course design inequalities between men and women’s tees.”

CELEBRATING THE BEST OF GOLF

French Lick Resort will host two notable tournaments this year—the Smyetra Tour Donald Ross Classic in July and the second annual Senior LPGA Championship in October. “The Senior LPGA Championship is a landmark event for our organization that provides a larger platform to celebrate the legends of the game,” beamed LPGA Commissioner Mike Whan. “The women who forged the way for the current generation deserved to be recognized.” ■

For information on the Senior LPGA Championship and seasonal golf packages, please visit FrenchLick.com or call (888) 936-9360.