



The par-four, 14th hole at Horseshoe Bay Resort's Slick Rock Course is referred to as "The Million Hole." Each minute almost 8,000 gallons of water rush down the bi-level waterfall creating golf's version of Niagara Falls.

Destination Memory Maker

Horseshoe Bay Resort is the ultimate retreat to play and gather.

HORSESHOE BAY, TEXAS: There are more than 40,000 golf courses across the globe, but only one destination can tout access to three Robert Trent Jones Sr. designs at one resort. Its trio of Slick Rock, Apple Rock, and Ram Rock courses designate Horseshoe Bay Resort as the "Texas Triangle" for golf.

"Back in 1971 when the resort was founded, most of the land was undeveloped and peppered with a handful of working ranches," explained Bryan Woodward, managing director at Horseshoe Bay Resort. "Robert Trent Jones was

provided access to 7,000 acres to design three distinctively different courses that each have subtle nuances. To put 7,000 acres into perspective, the acreage is equivalent to half the size of Manhattan, New York City—home to more than 1.6 million residents."

A CELEBRATORY RENEWAL

Horseshoe Bay Resort recently celebrated its 50th anniversary of delivering the luxe lifestyle by completing \$100 million in renovations and expansions.

"If you are in Texas long enough, you've heard of Horseshoe Bay Resort, considered a playground for Lone Star golfers," smiled Woodward. "Enhancements in recent years were dedicated to preserving our reputation of creating wow memories that capture your imagination."

"It's amazing to see how the resort has developed from ranch land 50 years ago to what it is today. It's a pretty special place."

— BRYAN WOODWARD, MANAGING DIRECTOR



The Zoysia grassed putting course at Horseshoe Bay Resort plays through a scenic landscape of waterfalls and rose gardens, while providing the opportunity to meet the resort's resident African spurred tortoises and Mingo the flamingo.

"I know of no area that has a more interesting variety of golf than Horseshoe Bay Resort. I rank this among the best in the world."

— ROBERT TRENT JONES SR.

Horseshoe Bay Resort's 100,000 square feet of distinctive indoor and outdoor meeting space provides ample elbow room and inspires productivity and celebration.

Upon finding a rusty horseshoe in Lake LBJ, the founders of the resort felt it was a sign and quickly settled on the name Horseshoe Bay Resort for the destination.

Did you know? Although Texas bluebonnets are the undisputed royalty of the rough landscape, in all, there are 5,000+ species of wildflowers in the Lone Star State.

As a resort guest, you have access to the lake amenities including the Waterfront Restaurant, the resort Marina and the Yacht Club on Lake LBJ, offering direct access to Lake LBJ with its 200 miles of shoreline.

"Lake LBJ is one of the few constant lake level reservoirs in Texas," explained Woodward. "You may have heard new reports of the severe drought impacting the Southwest. Many boat launches are now unusable because of the receding waterline. Thankfully, since Lake LBJ is considered a 'pass through' lake, its water level rarely varies more than a couple of inches. So, whether you are renting a pontoon boat, paddleboarding, wakeboarding, or relaxing on a sunset cruise aboard one of our new Mastercraft yachts, there are no concerns over water access."



SADDLE UP FOR ADVENTURE

With Horseshoe Bay's wide-ranging activities and mild four seasons climate, the resort has established a series of grand events worthy of consideration.

"Two events that have exploded in popularity include our springtime Balloonfest over Horseshoe Bay [with so many activities, the balloons are almost a side show] and our summertime Beer by the Bay [serving craft beers from across the state]" detailed Woodward.

"I am particularly proud of our partnership with the Ford Motor Company. Our resort is one of only four locations across America dedicated to 'Bronco Off Roadeo.' The immersive experience allows you to test your capabilities among various driving hurdles, including traversing large boulders and sloging through waterways. After your outing, you are likely to agree with their marketing slogan, 'Built Ford Tough,'" teased Woodward. ■

For information on seasonal stay-and-play packages, please visit HSBresort.com.

