



TRAVIS CLUB AUSTIN

A Vision as Stunning as the Setting Itself

*A developer who tapped
into a team with talent,
experience, and imagination
to create a magical place.*



SPICEWOOD, TEXAS (greater Austin): The new Beau Welling design features two distinct sections on the golf course: the Lake-8 and the Hillside-10.

“The routing creates two completely different experiences,” said Roman O’Rourke, director of golf at Travis Club Austin. “The Lake-8 is approachable and social, with Duke’s hangout at its heart, while the Hillside-10 feels immersive. Surrounded by Hill Country, players on many holes cannot see another golfer. It gives members two distinct ways to enjoy the game in a single round.

“We have the opportunity to build the culture from the very beginning. We want Travis Club to be known for exceptional hospitality, respect for the game, and a membership that genuinely enjoys spending time together. If we establish those values early, they’ll become part of the club’s identity for generations.”

JACK OF ALL TRADES

What do a mechanical engineer from Georgia Tech, a Level 2 sommelier, and a certified scuba diver have to do with Travis Club Austin? They are all achievements of general manager Chris Franke.

“Each experience has shaped how I approach bringing Travis Club to life. My engineering background brings structure and creative problem-solving to every aspect of Club operations. Our responsibility is to find thoughtful solutions while keeping the member experience at the center.

“I’ve never been one to lounge on the beach, so I became a Certified Rescue

Scuba Diver. People are energized by different pursuits, and a great club should create room for all of them. At Travis Club, golf, the lake, trails, marina, and social life should each feel equally considered. That said, you probably won’t find me diving for golf balls in the lake beside No. 5—a 238-yard par-3 from the tips.

“More recently, I became a Certified Sommelier through the Court of Master Sommeliers. I love the history behind wine and the way it brings people together.

“We are a true golf and lake club, but the experience extends beyond both. Social programming will be a defining part of Travis Club. We’ve reimaged the former Covert family estate as Duke’s, our take on a classic Texas Hill Country icehouse, where live music plays, and nobody is in a hurry.” ■

For more information, please visit TravisClubAustin.com.

Members will enjoy 30+ miles of trails, a private marina, fitness and wellness programming, and nearly two miles of Lake Travis shoreline.

