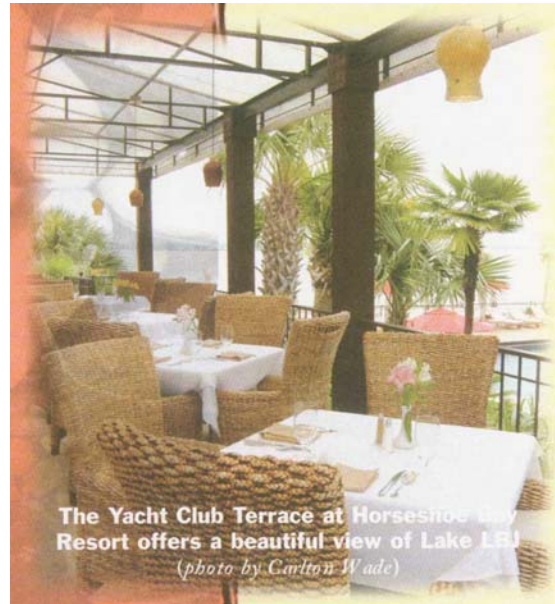
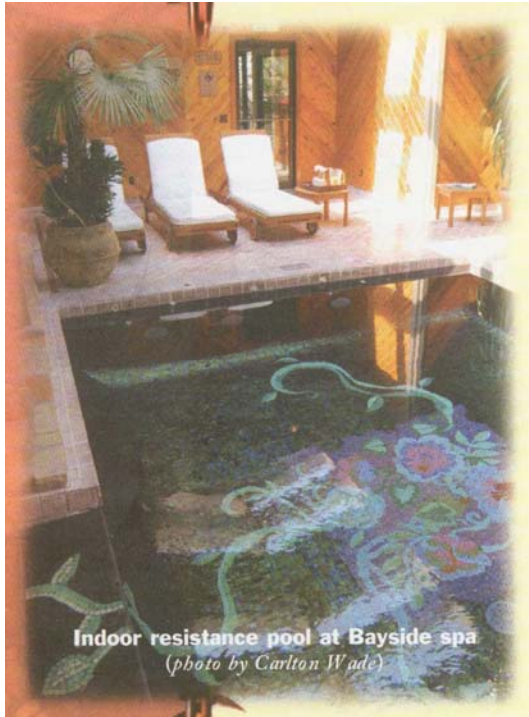


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Texas Hill Country TRAVELHOST

"Welcome to Horseshoe Bay"

by Dayna Cartwright



Horseshoe Bay lies along the shores of the 23-mile Lake LBJ—just minutes from Marble Falls, and this controlled-level lake is a part of the 150-mile stairway of lakes known as the Highland Lakes. This area is every water lover's dream with endless days of swimming, skiing, sailing, fishing, boating...or just soaking up the sun while doing absolutely nothing.

Horseshoe Bay was first developed 30 years ago by cousins Wayne and Norman Hurd. Together, the two men would transform this once-rugged Hill Country ranch into one of the nation's finest international resort communities.

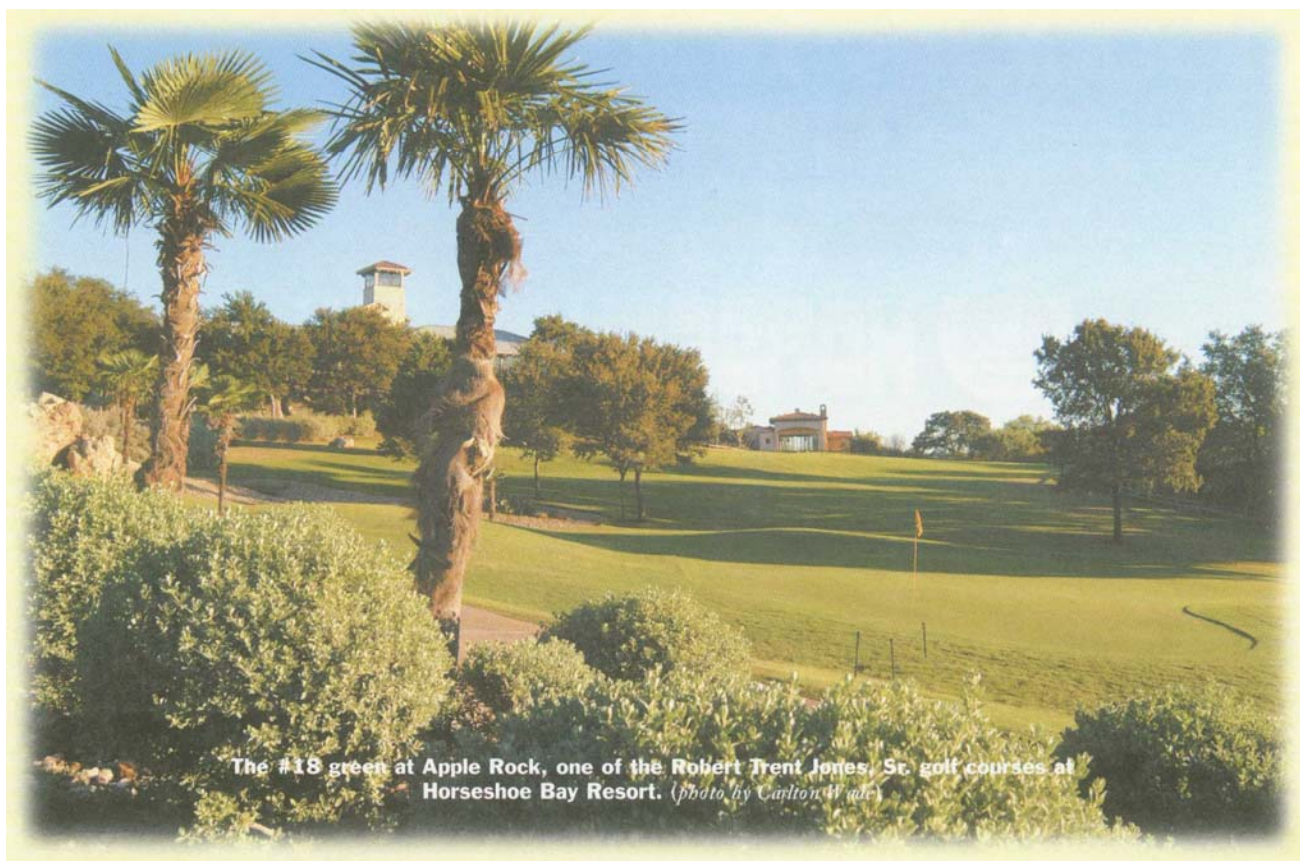
The area got its name from the natural circular horseshoe-shaped creek that runs through the area. While trying to settle on a name, the cousins stumbled across a rusty horseshoe while at a clean-up site and the "horseshoe" moniker was destiny.

Horseshoe Bay is home to some of the most exclusive real estate in Texas, with many waterfront homes amongst the finest in the United States. There are many other options for your home including hillside, golf course, gated-entrance communities, waterfront condos, and much more.

The area is rich with world-class amenities offered at Horseshoe Bay Resort, including three 18-hole championship golf courses (Slick Rock, Ram Rock and Apple Rock) each personally designed by renowned golf course architect Robert Trent Jones, Sr.—all of which have been placed among the top 1% of all resort courses in America. Apple Rock, the third golf course to be built, is placed high in the hills with much of the course hugging Lake LBJ.

There is also an 18-hole miniature golf course (Whitewater) with lush, vivid foliage and colorful tropical birds. Prime real estate with frontage has been made available along some of the courses, and is currently available for development.

“I know of no area that has a more interesting variety of golf courses than Horseshoe Bay. I rank this among the best in the world,” says Jones.



The Resort offers abundant amenities to members including stunning pools, professional tennis courts, fine restaurants, state-of-the-art fitness center, world-class spa, a full-service marina on beautiful Lake LBJ,

private man-made beach, and a private jet center that boasts a 6,000-foot lighted runway that can accommodate all personal and business aircrafts up to a Regional Jetliner.

Nestled in the heart of the resort, Bayside Spa at Horseshoe Bay Resort is a world-class luxury spa that truly allows you to relax, find relief from stress, and creates an opportunity to rejuvenate and revitalize your body and spirit. It features 12 treatment rooms and gentlemen's and ladies' lounges with whirlpool, steam rooms and sauna facilities. For a tranquil respite before or after treatments, guests can relax in the waterfront Jacuzzi. The Spa's fitness facilities are available to guests of the Horseshoe Bay Resort Marriott Hotel.

The on-property Horseshoe Bay Resort Marriott is an exquisite retreat with luxuriously appointed rooms, and hotel guests receive temporary privileges to the amenities of the Resort.

There is also world-class shopping at the Resort including many lines of high-end men's and ladies' fashions available at the Palm Boutique, Whitewater Marketplace, and the golf pro shops.

The ultimate dining experience at the Resort is The Yacht Club, the anchor dining establishment at Horseshoe Bay Resort for more than 30 years. The dining rooms serve Haute cuisine (literally translated "high cooking"), a culinary style that originated in Napoleonic France. The elaborate dishes are tediously prepared and smaller portions allow for an unparalleled multiple course meal experience.

There are also casual facilities at the resort, and many other dining options are available outside the resort in the city of Horseshoe Bay, and in nearby Marble Falls. For more information on the Resort, please visit www.hsbresort.com.