

WHERE NOSTALGIA MEETS MODERN

Lone Star Court:
a modern spin on
the motor courts of
yesteryear

By **AMY TRENCH**



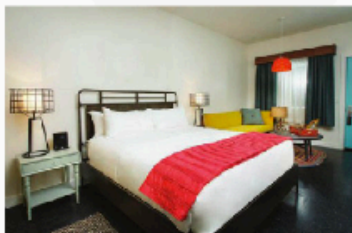
IF YOU'VE BEEN NOSTALGIC for the bygone days when travel was a true adventure, set your sights on a stay at Lone Star Court. Touted as "authentic Americana," Lone Star Court has an aesthetic that's authentically Austin and Texas Hill Country from the furniture in the rooms to the unique outdoor environment.

Lone Star Court has 123 retro-inspired guest rooms with high-tech amenities. True to Austin, the hotel features live music by an outdoor fire pit, a dipping pool reminiscent of Hill Country swimming holes and an on-site food trailer court featuring its own signature food truck, the Feed Store, and other local favorite trailers on a rotating basis. Lone Star Court's restaurant, the Water Trough, has a Texas-centric menu and a full bar featuring signature cocktail, "The Chill Cowboy."

"We believe that Lone Star Court is the most exciting new concept in the hotel industry," says Doyle Graham Jr., president of Valencia Group. "Lone Star Court is a 21st-century reinterpretation of the nostalgic motor court which, at the same time, captures the essence of Austin and the Texas Hill Country. It's a one-of-a-kind place - totally unique to Texas' capital city."

During the early days of auto tourism beginning in the mid-1940s, roadside campsites led entrepreneurs to create quaint, cabin-like places for travelers to stay. Simple cottage camps began to evolve into more sophisticated full-service motor courts, and the number of motels in America tripled to more than 60,000 by the 1960s.

The new, more modern motor courts along great American highways featured "air cooled by refrigeration," television, coin-operated radios, tiled bathrooms,



easy chairs and "perfect sleeper" mattresses. After decades of booming business, mom-and-pop motels began to disappear in 1956 with the Federal-Aid Highway Act that funded construction of the interstate highway system. With little means to move their facilities or reroute traffic, these gems of the road gave way to corporate chains staking their claims along the new highways.

Lone Star Court will take visitors back to the heyday of the court experience, where guests can discover an era of authentic Americana along with modern amenities and the excitement of Austin.

For the perfect meeting or event, Lone Star Court offers approximately 2,000 square feet of interior meeting space, a 1,600-square-foot outdoor covered pavilion and an adjacent open-air lawn that adds 1,800 square feet to the total available meeting space.

Lone Star Court was created by Valencia Group, a Houston-based company known for its luxury independent Hotel Valencias in San Antonio and San Jose, Hotel Sorella CITYCENTRE in Houston and Hotel Sorella Country Club Plaza in Kansas City.



LONE STAR COURT HAS BEEN TOUTED AS "AUTHENTIC AMERICANA."

The architect for Lone Star Court is RTKL Associates of Dallas, led by Jim Suggs, who was part of the design team for Hotel Valencia Riverwalk in San Antonio and Hotel Valencia Santana Row in San Jose. The designer for Lone Star Court is Lauren Rottet of Houston-based Rottet Studio, and the landscape architect is Christine Ten Eyck of Austin-based Ten Eyck Landscape Architects.

Go see why Lone Star Court is simply the best and coolest among hotels in Austin. Call 1-866-842-0100 or visit www.lonestarcourt.com.