



For more information, please contact:  
Brenda Thompson, 512-461-5644  
[brenda@brendathompson.com](mailto:brenda@brendathompson.com)  
or Katelyn Martin, 512-814-2627  
[kmartin@valenciagroup.com](mailto:kmartin@valenciagroup.com)

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## **Just in time for Christmas: Lone Star Court opens**

### ***Valencia Group's new concept at the Domain***

AUSTIN—Lone Star Court, a new upscale, retro-inspired, motor court concept hotel at the Domain, is opening tomorrow, Dec. 24, just in time for the holidays.

An authentic Americana roadside hotel by Valencia Group, recognized nationally and internationally for its service and style, 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 will feature live music by an outdoor fire pit, a dipping pool reminiscent of Hill Country swimming holes, and an onsite 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 full service restaurant, The Water Trough, will have a Texas-centric menu and a full bar featuring signature cocktail "The Chill Cowboy."

Lone Star Court will draw business as well as leisure travelers to its unique "ranch-tech" property, and The Water Trough and Feed Store will be a

destination for Austinites as well as visitors, says Doyle Graham Jr., president of Valencia Group.

“We believe that Lone Star Court is the most exciting new concept in the hotel industry,” Graham says. “Lone Star Court is a 21<sup>st</sup> century re-interpretation 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.”

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, and Hotel Sorella CITYCENTRE in Houston and Hotel Sorella Country Club Plaza in Kansas 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 re-route 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 roadside motor court experience, where guests can discover an era of authentic Americana along with modern amenities and the excitement of Austin.

The architect for Lone Star Court is RTKL Associates of Dallas, led by Jim Suggs. Suggs 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.

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### **About Lone Star Court**

Lone Star Court is a new upscale, retro-inspired, motor court hotel now open in the Domain in Austin. True to the city's vibe, Lone Star Court will feature live music by an outdoor fire pit and a dipping pool reminiscent of Hill Country swimming holes. Lone Star Court draws business as well as leisure travelers to its unique "ranch-tech" property. The Water Trough restaurant and bar, as well as the Food Truck Court featuring the Feed Store, Lone Star Court's own food truck, will be a destination for Austinites as well as visitors. For more information, please visit <http://www.lonestarcourt.com>, or call 512-836-3030.

### **About Valencia Group**

Houston-based Valencia Group provides management, development, branding and repositioning services for independent, full-service boutique hotels owned by the company, in addition to third parties. Recognized both nationally and internationally for their exceptional service and style, Valencia Group hotels fuse a crisp, globally-inspired modern design aesthetic with warm Mediterranean influences. Valencia Group continues to forge a niche with anchor hotels in mixed-use environments where the right balance of residential, restaurant, retail and office coalesce to create full-spectrum accretive value in sought-after urban settings. Signature properties such as Hotel Valencia Santana Row in San Jose, CA, Hotel Sorella CITYCENTRE in Houston, TX and Hotel Valencia Riverwalk in San Antonio, TX have become destinations and gathering places within their respective communities, some further benefitting from and enriching their location within the cultural heart of a city. All three of these hotels have earned coveted spots on the *Condé Nast Traveler* Gold List for 2014. This year is one of substantial growth for the company with the second Sorella - Hotel Sorella Country Club Plaza – opened fall 2013 in Kansas City, Missouri, and a new concept: Lone Star Court, a 21st Century reinterpretation of the nostalgic motor court, is now open in Austin at the Domain. For more information, please visit [www.valenciagroup.com](http://www.valenciagroup.com).