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IN BRIEF

HORSESHOE BAY RESORT ALTERS MANAGEMENT

FEB. 29 | Horseshoe Bay Resort in the Texas Hill Country is now fully managed by its owner.

The 349-room Horseshoe Bay Resort Marriott, which was previously managed by Marriott Corp., will now be run by The Jaffe Group, which owns the entire resort. The hotel will now operate as a Marriott franchise hotel and all the former Marriott hotel employees will become part of Horseshoe Bay Resort's staff.

The Jaffe Group says that the franchise

agreement will not affect room rates.

One benefit for customers is that they will now have one point of contact for the resort and hotel, ownership says.

"This transition enables the employees of Horseshoe Bay Resort to provide seamless service for members and guests," says G. Michael Thomas, president and chief operating officer. "Operating with one owner and one management is just the beginning of achieving our goals and becoming the most successful resort in the state of Texas."

Throughout the year the resort — run by CEO Douglas Jaffe -- will introduce a number of new or upgraded amenities, including a 90-foot yacht for private events and group functions, a restaurant at the Yacht Club, a spa and fitness center and a renovated Cap Rock Clubhouse.



SUBMITTED PHOTO

Horseshoe Bay Resort, located about 30 miles northwest of Austin, has changed management. The Jaffe Group, which owns the resort, bought management rights from Marriott Corp.