

ROADTRIPS

The Ultimate in Sports Travel

PRESENTS

A GUIDE TO
AUGUSTA

Augusta



If you're one of those special people who love the game of golf, then chances are Augusta is more pilgrimage than destination. Not only does it host the most famous golf tournament in the world, it has provided such a treasure of golf's greatest moments as well as some of the most recognized and beautiful golf holes anywhere.

This unassuming small city on Georgia's northeast border possesses some of our favorite things: gorgeous scenery, charming eateries, and of course, extraordinary golf.

“ Augusta is more pilgrimage than destination. ”



Meet our Augusta Expert

Duane Penner



A lifelong traveller, Duane Penner lived in a number of different countries before returning to his native Canada. We were fortunate to have him join the Roadtrips

team in 2000, where his passion for travel and sport along with his international and entrepreneurial backgrounds make him a perfect fit as Roadtrips' VP of Sales.

In addition to being an experienced world traveller and a passionate pursuer of the game of golf, Penner has hosted at some of the biggest sporting events in the world. Yet he counts Augusta and the Masters among his favorites. "It almost sounds cliché to state something so obvious, but I have watched this tournament on that course almost my whole life." Penner says. "My two most memorable golf travel moments are the first time I walked the hallowed grounds of Augusta National and the first time I teed off at the Old Course in St. Andrews. And while in this business you sometimes take for granted all the sports you get to experience, every time you walk onto Augusta National, you feel like you are a part of something special."



Masters Tips

As lovely as Augusta is, most visitors choosing this particular destination are going for one specific well-known event. A long-standing ritual of spring, the Masters has its own personality. Some of its traditions are well known, others not so much. We've learned a lot from our many visits to Augusta National and have compiled a list of things that our guests might find useful.





The Merch

Official Masters merchandise is available at Augusta National during Masters week. The question isn't whether you will buy something, it's when and how much. No doubt you'll have a long list of requests from friends and family but when to buy it all will require some careful planning. Buy it too early and you'll be lugging it around with you all day. Buy it too late in the tournament and you'll find little selection left. It's a fine line and the struggle is real. Your brother-in-law and your friends at the club are counting on you.

The Food

Most first time visitors are shocked at the food and drink prices at Augusta National. Not because they're so high, because they are so wildly inexpensive. You'll feel like you're in a different era. Where else in the world of sport can you grab a beer and one of those famous pillowy soft pimento cheese sandwiches for just \$7.50?

The Chairs

If you want to sit down somewhere other than the grandstands on Augusta National, you'll want to purchase or bring along a chair (but you'll need to make sure it's collapsible and doesn't have armrests – Augusta National is strict with their rules). We definitely recommend buying a Masters chair; few things are more fun than showing up at a summer event and nonchalantly putting down your green Masters-logoed chair. Spots are first come, first serve. Many patrons (as you've likely noticed on TV, Masters attendees are referred to as patrons, never fans) will claim their spot early in the day and come and go as they please. There's no need to worry about someone taking your chair or spot, that's simply unheard of at this event and one of the many joys of the Masters. If you plan to plant a chair on Sunday for the lucky golfer's emotional walk up 18, you will need to be there very early. It's coveted real estate on Sunday.

The Rules

As with anything related to the great game of golf, it is important to know the rules. Masters patrons are keen observers of the etiquette and rules of this well-heeled event. Don't worry, before you go we'll send you a complete list of items that you can and can't bring with you, like no phones or cameras after the practice rounds conclude. So for now, politeness rules the day, decorum is the modus operandi, and make sure your golf outfit is properly matched.

The Souvenir Photo

You know how they say you can't get a picture during the Masters? Well, that's not entirely true. To be clear, we are not recommending flouting the very serious rule about cameras (see above). Instead, as you are making your way towards the Par 3 Course, you will likely see a line forming near the first hole. This is the picture line. Right near Founders Circle the Club will take your picture with the magnolias,

Masters logo, and clubhouse in the background. After they have taken your picture, they will give you a small plastic card that will allow you to retrieve the picture online later. Apart from the time spent, it won't cost you a thing.

The Big Decision

For many people the highlight of the tournament is watching the last few deciding holes on Sunday afternoon. The anticipation and excitement is there and the whole week often comes down to the back nine at Augusta. While most patrons want to stay to experience this live, it makes for a challenge to find a good spot to view the action from. In fact, many patrons will leave early and head to a hospitality venue or somewhere else where they can watch the action on TV to guarantee themselves a great view. Should you stay or should you go? It's something you may want to think about before Sunday.



The Hospitality

To do hospitality or not do hospitality, that is the question. This is something that is very much personal preference and another unique aspect that makes Augusta special. Most of the Masters hospitality is located offsite. There's a wide variety of venues, each with their own strengths. Roadtrips partners with the most solid hospitality providers and we can match you with the most well suited option. You can read more about all of the wonderful amenities the hospitality venues can offer on page 15.

The Extensions

After a few days on a golf high, we know first hand how hard it is to head back to real life. Instead, many of our clients choose to extend their trip with a few extra days in Hilton Head, Savannah, or a number of other golf destinations in the area. (see our recommendations on page 21)



Our Favorite Viewing Points at the Masters

Ah yes, the big question: what is the best vantage point for watching the tournament? In many ways it is a very personal question. It depends on a few things: how many days you're at the tournament, what your favorite holes to watch on TV are, and how mobile you are. If you can manage physically, we recommend walking the course from 1-18 in order. Ideally, you'll want to see it all. Sure there are holes that are more famous than others and some that provide better viewing, but to get a sense of the course in its entirety is something quite special.

That said, we've been going to the Masters for many, many years and over that time, we've watched from pretty much everywhere on Augusta National. If you're looking to set up camp somewhere, we've handpicked some of our favorite spots that offer a fantastic viewing experience.



Top of 16

This is one of our absolute favorites. Find yourself a spot behind the green on 16 and settle in for some spectacular golf. You'll be able to see it all on this par 3 from tee shot to holed putt. It's such a dramatic green with a variety of pin placements that make for great risk vs. reward on the shots in. As the players walk off the green, they're so close you can almost touch them as they tee up for seventeen.

Amen Corner

Yes, it is just as amazing as you'd expect. First of all, it's a rite of passage. You can't do Augusta National and not see Amen Corner. The name refers to the second shot on 11, all of 12, and the first two shots on thirteen. All of the holes are great, with 12 being the most popular. These pressure-filled and demanding holes are often where players will make or break their round.

The Grandstand at 15

Hole 15 is a viewer favorite and offers some of the best entertainment on the course. This challenging 530-yard par 5 has such a dramatic approach and many players use this hole to try to make up ground on the field. You'll have a great sightline to see whether the pros will go short in the water, go long and roll into the pond on 16, or pull it off and avoid the drink altogether.

Halfway Down 13

Fringed by thousands of brilliant azaleas, hole 13 is visually stunning. But the dramatic golf that plays out here will trump the gorgeous scenery. One of the most famous holes anywhere, you'll have a great view of the pros teeing off towards you and whether they negotiate the right to left (for a RHer) or wind up in the pine straw



like Phil did on his famous go for broke shot that earned him a green jacket in 2010. It's also fun to watch as each golfer decides whether to go for the par 5 in two or not, with any miscue in execution probably finding the hazard in front of the green.

Side note – this is also the hole our Masters expert Duane Penner would choose if he could play just one hole at Augusta National.

Masters Hospitality

This epic event boasts so many wonderful viewing options, some of which are not even on the course. For those looking for a truly upscale Masters experience, we recommend adding a hospitality option to your Masters experience. When you need a break from the elements, you can retreat to these climate-controlled venues and watch the tournament in style on large screen HDTVs from a comfortable spot, while you enjoy the premium open bar and all-you-can-eat food prepared by celebrity chefs. Other benefits can include daily pairing sheets, wi-fi, check-ins for cell phones and merchandise, valet parking, hand-rolled cigars, and much more.





Our Top 3 Things to do in & Around Augusta

I. Golf

If you can find some time between all the golf-watching, we highly recommend playing a round or two yourself. There are some amazing courses in the area including Mount Vintage as well as the five gorgeous courses at our Greensboro property, the Ritz Reynolds.

Augusta also has Topgolf, an entertainment complex that is a combination of a driving range, nightclub, and a sports bar and grill. It provides a fun and lively atmosphere, the perfect addition to a golf trip. During Masters week it is particularly busy; we recommend securing a reservation well in advance.

Our pre-travel specialists can provide additional golf recommendations based on your preferences.



2. Golf Shopping

Sensing a theme here? While you're in one of the country's golf meccas, you may want to seize the opportunity to check out some new golf gear for yourself. There are some fantastic golf stores in the area including Edwin Watts and the long standing Bonaventure Discount Golf. For a quality club fitting, we recommend the Reynolds Kingdom of Golf at the Ritz-Carlton Reynolds at Lake Oconee. Of course, there's also the Pro Shop at Augusta National, which is an absolute must-see. Our onsite hosts can point you in the right direction to any of these great options.

3. The Riverwalk

If you want a total change of pace, Augusta's Riverwalk is a neat place to spend an afternoon. Located along the Savannah River, between 6th and 10th Streets in downtown Augusta, the Riverwalk offers restaurants, museums, and some pretty scenery. If you're there on a Saturday (March-November), you can also browse the wares at the local market that pops up near 8th Street.

“ If you want a total change of pace, Augusta's Riverwalk is a neat place to spend an afternoon. Located along the Savannah River, between 6th and 10th Streets in downtown Augusta, the Riverwalk offers restaurants, museums, and some pretty scenery. ”



Our Top Golf Excursions





1. The Ritz-Carlton Reynolds at Lake Oconee

Aside from being one of the most luxurious hotels in the area, our luxury Masters property also boasts 5 amazing golf courses. Designed by the likes of Rees Jones and Jack Nicklaus, you really can't go wrong here. If your budget and time allow, spend some time at the Ritz-Carlton Reynolds at Lake Oconee and enjoy the views on as many of this property's 99 holes as possible.

2. Hilton Head

Just 2.5 hours southeast of Augusta, you'll find one of the country's premier golf destinations. This gorgeous island just off the coast of South Carolina is home to over 20 championship golf courses, scenic beaches, heaps of dining options, and plenty of accommodations to suit every taste. The courses of Sea Pines and Palmetto Dunes are some of the big names here, but there are lots of other great options too.

3. Sea Island

The five-star resorts of Sea Island have been entertaining guests for almost a century in its stunning location on Georgia's Atlantic Coast. Even if you didn't golf, it would make a fantastic getaway. But let's be honest, the golf takes it to another level. There are three championship golf courses to take advantage of, all of which will provide an extraordinary experience.



Best Places to Sleep

There are a few ways to do Augusta and The Masters. If budget allows, we cannot recommend the comfort of a private home enough. The acquiring of luxurious executive homes during Masters week is a tradition that goes way back and is still our favorite way to do the event. The private home option is a great way to further customize your Masters experience; from modest luxury to grand opulence, we can find you something perfect. Complete the experience with a full staff, and any other amenities that would make your stay memorable.

If you're looking for a luxury resort experience, there is a fantastic option about 75 miles east in Greensboro. The Ritz-Carlton Reynolds at Lake Oconee is perched on a gorgeous piece of property overlooking the picturesque lake. Its classic elegance extends from the guest accommodations to the restaurants to the five impressive golf courses. There's great fishing here too, and plenty more ways to take advantage of the natural beauty surrounding it.

All that said, the convenience of Augusta holds a lot of appeal. The Sheraton is a really solid option and the Hilton Home2 Suites offers spacious accommodations, both convenient to restaurants, shops, and most importantly, Augusta National.



Best Eats in Augusta

While Augusta may not be known for its culinary scene, we like a challenge and finding good food is one of our favorite things about travelling. So not to worry, we've already scouted out some great options for you. As you'd expect, Masters week is a busy week for restaurants in Augusta and you'll want to make reservations well in advance (think months, not weeks) to avoid missing out. It is important to note that many restaurants have a strict reservation policy during big events like the Masters and may require a credit card or a deposit to guarantee a booking. We are unable to arrange reservations on our guests' behalf, though we are happy to assist with recommendations.

Downtown

Frog Hollow Tavern

☎ 706.364.6906

➔ www.froghollowtavern.com

Simply put, it's one of the best in the city. They just seem to do everything right. The focus on service is as important as the quality of the food, creating an ideal farm-to-table dining experience. The menu changes seasonally so it's a new experience every year. There's an impressive wine list too if you're so inclined. This is the place to go in Augusta, you'll need to make reservations well in advance.



Farmhaus Burger

☎ 706.496.8771 📍 www.farmhausburger.com

This isn't your average burger. A sister restaurant to Frog Hollow Tavern, Farmhaus serves up gourmet burgers made from locally-sourced ingredients. Agonize over which delicious option to choose from or create your own. Whatever you decide on, we recommend pairing it with the housemade sweet potato tots. Fun, casual, and they even have gluten free options. There is a second location in Flowing Wells.

Craft & Vine

☎ 706.496.8442 📍 craftandvine.com

The third member of the Frog Hollow Tavern family is Craft & Vine. This downtown cocktail bar serves up flavorful small plates and wood-fired pizzas. Open late, it's a great place for a nightcap; sip on a handcrafted cocktail or a great glass of wine while reminiscing about a great day of golf.

The Boll Weevil Café

☎ 706.722.7772 📍 www.thebollweevil.com

Ask anyone in Augusta where to go for dessert and you'll likely be directed to the Boll Weevil. Yes, they offer lunch and dinner as well but the long list of sweet treats are the highlight. We'd recommend our favorite dessert but it's impossible to pick just one. Its proximity to the Riverwalk makes it a nice spot for a refreshment if you're in the area.

Whiskey Bar Kitchen

☎ 706.814.6159 📍 www.whiskeybarkitchen.com

The lively Whiskey Bar Kitchen is located in the heart of downtown Augusta. Boasting an eclectic menu blending American and Japanese cuisine (and an impressive whiskey selection), Whiskey Bar Kitchen has quickly become an Augusta favorite. It's a great option for a casual lunch but be prepared for a wait; it's a popular spot.



Surrey Center

Calvert's

☎ 706.738.4515 ↗ calverts.restaurant

Calvert's is the reigning fine dining choice in Augusta. A long time favorite of both our clients and our staff, it's the best place in town for steak and seafood. The service is impeccable, the food is superb, and the wine list is the best in the city. Calvert's is an Augusta landmark; you'll need to make reservations well ahead for this one, particularly for Masters week.

Finch & Fifth

☎ 706.364.5300 ↗ www.finchandfifth.com

Augusta has been blessed with a number of creative new restaurants in the last decade and Finch & Fifth is one of them. The dishes are mostly modern takes on Southern classics and there's also a charcuterie and cheese menu. Good food and drink, friendly, unpretentious.

Abel Brown Southern Kitchen & Oyster Bar

☎ 706.738.6491 ↗ www.abelbrownaugusta.com

Chef Todd Schafer has been a staple on the Augusta restaurant scene for many years and Abel Brown is his latest venture. The oysters are excellent but so is everything else we've tried. We think it's well-deserving of the phenomenal reviews it's received over the years.

Oliviana

☎ 706.723.1242 ↗ www.olivianaitaliano.com

This great eatery boasts some of our favorite pizza in Augusta. If you're not in the mood for pizza, Oliviana's Italian menu is extensive and you're sure to find something that will make your mouth water. Small and intimate, Oliviana's atmosphere is as enjoyable as the food. They're open for lunch, dinner and Sunday brunch.



Village West

Edgar's Grille

☎ 706-854-4700 📍 www.edgarsgrille.com

Edgar's serves up New American cuisine with a southern flair and their farm-to-table dishes are wonderful. Edgar's Grille is one of our favorites and it's more than just a restaurant. It's also a training center for culinary students at Helms College. The restaurant gives back a portion of their profits toward local education programs, in case you needed another great reason to eat here.

Cork & Flame

☎ 706-922-9463 📍 www.corkandflame.com

Cork & Flame combines fine dining, small bites, and one of the largest wine selections in the area with close to 3,000 labels. The dining room offers self-described "Progressive American Cuisine," which can be enjoyed a la carte.



Getting to Augusta

Those flying to Augusta have a couple of good options. Augusta Regional Airport (AGS) is just 7 miles south of Augusta and though it's small, it's quite a nice airport and is often the most convenient for visitors. That said, flights are very limited and unless you're flying from Charlotte or Atlanta, you're not likely to find a non-stop flight.

As an alternative, we often fly into Atlanta's Hartsfield-Jackson International Airport (ATL), grab a rental car, and drive the easy 2.5 hours to Augusta. Atlanta is a major airline hub for Delta and thus offers a dozens of flight possibilities, both domestic and international. Plus, having a car in the sprawling Augusta area comes in handy for dining and shopping trips.

ROADTRIPS

The Ultimate in Sports Travel