

THE INTERNATIONAL GOLF STARS CLASSIFICATION



Advantage through quality

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WITH
QUALITY
CHECK



Christian von Oven

Chairman of the Board
Bundesverband Golfanlagen e.V.

Dear Golf Course Entrepreneurs, Dear Presidents,

Star classification in the hotel industry has been around for many years. In the meantime, this system has found its way into the golf industry. Because one thing is a fact: no two golf courses are alike.

The Bundesverband Golfanlagen e.V. (German Golf Course Owners Association) developed a classification system for golf facilities with objectively measurable criteria back in 2005. In addition to objectivity, transparency and voluntariness are further principles of this concept.

With an evaluation catalog, over 200 different points in twelve categories are assessed according to objectively measurable criteria with stars from 1* to 5* Superior. The implementation and classification is carried out by external and independent auditors who have many years of experience in the golf industry and must also pass a selection procedure developed by the Bundesverband Golfanlagen e.V..

In the meantime, 140 golf courses in Germany, Austria, Switzerland, Luxembourg, Italy, Portugal and Turkey have joined this system.

All golf facilities benefit from joint marketing campaigns and a potential of more than 250,000 golfers who play at star golf facilities and specifically look for golf facilities that meet their quality standards when traveling. In doing so, one should always look for the star seal, which identifies each award-winning golf facility.

You, as the person responsible for golf clubs and golf courses, gain a clear competitive advantage with the star classification, as it allows you to communicate to your members and guests what quality standards they can expect. In addition, they benefit from a clear market positioning, public relations and marketing measures around the golf stars national and international.

We support you with a high level of personal commitment, professional competence, years of experience, reliability, pragmatic trading, pleasure and a wide range of services.



Christian von Oven
(Amministratore delegato)

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Dirk Weiland

Managing Director GOLF absolute

„A reliable rating system such as „The International Golf Stars Classification“ is an important anchor for our customers in the objective assessment of our 11 golf courses and their services, especially in a digitalized world in which everything and everyone can be compared. The clear positioning through „The International Golf Stars Classification“ ensures transparency on the customer side and on the operator side the certain quality and performance standards that we want to constantly offer our customers. A system that works!“



ERNST TSCHERTEU

Managing Director Golfanlage Moosburg/Pörschach

„From our point of view, „The International Golf Stars Classification“ creates additional offer transparency and security. With a classified operation, the guest already knows before his arrival which services, quality and offers and, as a result, also the corresponding price categories await him at the golf facility.“



TIM STEFFENS

Managing Director Golfanlage Deinster Geest

„The advantages of „The International Golf Stars Classification“ are clear for us: a clear positioning in the golf market and transparency for the customer. In addition, we use „The International Golf Stars Classification“ as a marketing tool to improve the accessibility of our target group. In addition, the survey questionnaire has already given us a clear analysis of our strengths and weaknesses, which has led to an improvement in the quality of our service and range of services.“



BJÖRN BECKER

Managing Director Golf Course Iffeldorf, Golf Course Thailing,
Golf Course Cleeborn, Golf Course Steißlingen

„The International Golf Stars Classification“ helps our customers as well as ourselves with orientation. Thanks to the stars, we know our objective strengths and can thus prioritize and plan better and position ourselves more clearly on the market. Customers, in turn, know what to expect, because everyone understands the orientation of the world-renowned five-star system immediately and intuitively, regardless of whether they are newcomers or experienced players. In addition, the classification also helps us internally when comparing our facilities and revealing their respective strengths and weaknesses.“

Germany

Schleswig Holstein

Fehmarn	4 ★
Gut Wulfsmühle	4 ★
Gut Uhlenhorst	4 ★ Sup
Timmendorfer Strand	4 ★ Sup

Hamburg

Hamburg-Treudenberg	5 ★
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Lower Saxony

Adendorf	4 ★ Sup
Am Hockenberg	4 ★
Celle	4 ★
Gleidingen	4 ★ Sup
Gut Deinster Mühle	4 ★ Sup
Gut Hainmühlen	4 ★
Hainhaus	4 ★ Sup
Hardenberg	5 ★ Sup
Schloss Lüdersburg	4 ★ Sup
Schloss Lütetsburg	4 ★
Schloss Münchhausen	4 ★ Sup
Steinhuder Meer	4 ★
Syke	5 ★
Vechta	4 ★

North Rhine-Westphalia

Ahaus	5 ★
Am Lüderich	4 ★
Burg Konradsheim	5 ★
Clostermannshof	4 ★ Sup
Felderbach	4 ★ Sup
Gut Heckenhof	4 ★ Sup
Grevenmühle	5 ★
Haus Bey	5 ★
Haus Kambach	4 ★ Sup
Lippstadt	4 ★
Pulheim	4 ★
Repetal	4 ★
Römerhof	4 ★ Sup
Esgeberg, Teutoburger Wald	5 ★
Velbert Gut Kahlendahl	5 ★ Sup
Velderhof	5 ★
Weselerwald	4 ★ Sup
Widukind	4 ★ Sup

Hesse

Attighof	5 ★
Bachgrund	5 ★ Sup
Biblis-Wattenheim	5 ★ Sup
Gernsheim	5 ★ Sup
Golfpark Trages	5 ★
Hof Hausen vor der Sonne	5 ★
Hofgut Georgenthal	5 ★
Hofgut Praforst	4 ★ Sup
Idstein	5 ★
Kiawah Golfpark Riedstadt	5 ★
Lich	4 ★ Sup
Stromberg	4 ★

Rhineland-Palatinate

Bad Neuenahr-Ahrweiler	5 ★
Deutsche Weinstraße	5 ★
Heddesheim	5 ★
Kurpfalz	5 ★

Landgut Dreihof	5 ★ Sup
Lietzenhof	4 ★

Saarland

St. Wendel	5 ★ Sup
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Berlin Brandenburg

Golfresort Semlin	4 ★
Gross Kienitz	5 ★
Stolper Heide	5 ★

Mecklenburg-Western Pomerania

Ostsee Golf Resort Wittenbeck	4 ★ Sup
Schloss Teschow	4 ★ Sup
Strelasund	4 ★

Saxony

Golfpark Leipzig	5 ★
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Baden-Württemberg

Bad Bellingen	4 ★
Bad Waldsee	4 ★ Sup
Cleebronn	3 ★ Sup
Golfpark Gut Batzenhof	5 ★ Sup
Golfplatz Steißlingen	4 ★ Sup
Hammetweil	5 ★
Heitlinger Golfresort	5 ★ Sup
Hohenhardter Hof	4 ★ Sup
Johannesthal	4 ★ Sup
Kaiserhöhe	4 ★
Kirchheim-Wendlingen	5 ★
Marhördt	4 ★ Sup
Öschberghof	5 ★ Sup
Sigmaringen Zollern Alp	4 ★

Bavaria

Achental	5 ★
Ebersberg	4 ★
Fahrenbach	4 ★ Sup
Gut Rieden	4 ★ Sup
Iffeldorf	4 ★ Sup
Kitzingen	4 ★
Maria Bildhausen	4 ★
Memmingen – Gut Westerhart	4 ★ Sup
Oberstufen-Steibis	4 ★ Sup
Passau-Raßbach	4 ★
Pleiskirchen	4 ★ Sup
Pottenstein – Weidenloh	5 ★
Reichmannsdorf	4 ★
Rottaler Golfclub	4 ★
Schloss Guttenburg	4 ★
Thailing	4 ★ Sup
Würzburg	5 ★

Austria

Dolomitingolf	5 ★ Sup
Haugschlag	5 ★ Sup
Mieminger Plateau	5 ★
Moosburg	4 ★ Sup
Schärding	4 ★ Sup
Deutschlandsberg	4 ★ Sup
St. Oswald	4 ★ Sup
Westendorf	4 ★ Sup
Uderns-Zillertal	5 ★ Sup

Switzerland

Arosa	4 ★
Davos	4 ★ Sup
Domat-Ems	4 ★ Sup
Heidental	4 ★ Sup
Küssnacht	5 ★
Lipperswil	4 ★ Sup
Oberkirch	5 ★
Otelfingen	5 ★ Sup

Italy

Passeier Meran	4 ★ Sup
Chervò	5 ★

Luxembourg

Belenhaff	4 ★ Sup
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Portugal

Robinson Club Quinta da Ria	5 ★ Sup
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Turkey

Robinson Club Nobilis	5 ★
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Classified short courses



Germany

Bachgrund	Gold
Bad Waldsee	Silber
Biblis-Wattenheim	Gold
Deutsche Weinstraße	Gold
Ebersberg	Gold
Fehmarn	Silber
Golfpark Gut Batzenhof	Gold
Gut Heckenhof	Silber
Gut Westerhart	Silber
Golfpark Leipzig	Silber
Landgut Dreihof	Gold
Mannheim	Gold
Obere Alp	Gold
Ostsee Golf Resort Wittenbeck	Gold
Pottenstein-Weidenloh	Gold
Schloss Guttenburg	Gold
Schloss Lütetsburg	Gold
Schloss Teschow	Gold
St. Wendel	Gold
Winnerod	Gold

Austria

Schärding	Bronze
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Switzerland

Oberkirch	Gold
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Heitlinger Hof
Östringen-Tiefenbach




**HEITLINGER
GOLF RESORT**




PURE Resort Westendorf
Westendorf





**PURE
RESORT**





**Steigenberger Hotel
Treudenberg**
Hamburg




STEIGENBERGER
HOTEL TREUDELBURG
HAMBURG



**Hotel im Golfpark
Strelasund**
Süderholz

**GOLFPARK
STRELASUND**



Golfhotel Fahrenbach
Tröstau




**GOLFHOTEL
FAHRENBACH**
GOLF- & SPA-RESORT



**HOTELS ON THE
GOLF COURSE**

HOTELS
Hotels on the golf course

>>>> A PARTNERSHIP WITH FUTURE!



2022
Maximum one PAR
4 between hotel
and golf course

POWERED BY **BVGA**
Bundesverband Golfanlagen e.V.

Schloss Lüdersburg
Lüdersburg




SCHLOSS LÜDERSBURG
Golf • Hotel • Spa





**Castanea
Golf Resort & Spa**
Adendorf





Castanea Resort
HOTEL • SPA • EVENT • GOLF





**Hotel absolute
Hof Gräbenbruch**
Allmendfeld


**HOTEL
absolute**
SYDOW
GERNSHEIM



Golf Resort Semlin
Rathenow

SEMLIN
Golf Resort





**Romantik Golf &
Wellnesshotel Platte**
Attendorf





PLATTE




**Golf- und Landhotel
Anetseder**
Passau-Rassbach

Anetseder
GOLF- UND LANDHOTEL



**Gut Heckenhof Hotel &
Golfresort an der Sieg**
Eitorf




Gut Heckenhof
Hotel • & Golfresort an der Sieg



Hotels on the golf course



Golfhotel Vesper Sprockhövel



Land & Golf Hotel Stromberg Stromberg



Ahauser Land & Golfhotel Ahaus



Angel's - das Hotel am Golfpark St. Wendel



Hofgut Georgenthal Hohenstein



HOTELS ON THE GOLF COURSE



>>>> A PARTNERSHIP WITH FUTURE!



2022

Maximum one PAR
4 between hotel
and golf course



Golfresort Haugschlag Haugschlag, Niederösterreich



Dolomitengolf Hotel & Spa Lavant, Tirol



Chervò Golf Hotel Spa & Resort San Vigilio, Italien



Schlosshotel Münchhausen Aerzen



Robinson Nobilis Belek, Türkei



Robinson Quinta da Ria Algarve, Portugal



Strandgrün Golf- und Spa Resort Timmendorfer Strand



The Golf Stars - The International Golf Stars Classification

„Quality“ – an attribute that is in high demand in today's society and is steadily gaining in importance across all markets. This development moved the Bundesverband Golfanlagen e.V. (German Golf Course Owners Association) to develop an instrument that makes quality on golf courses objectively measurable. The trademark „The International Golf Stars Classification“, introduced in 2005, offers golf courses a clear market positioning and transparent quality management as well as an optimization of their own marketing strategy.

The evaluation criteria - objective and transparent

The evaluation catalog of „The International Golf Stars Classification“ consists of two parts, the minimum criteria and the survey questionnaire. The survey sheet is subdivided into 12 meta-criteria, which in turn are subdivided into several sub-criteria. In total, the survey sheet has over 200 different evaluation units. Each individual star category (10 categories from 1* to 5* Superior) thus places its own special demands on the golf facility to be classified and requires a higher number of points from category to category. All areas of the golf facility are evaluated according to objectively measurable criteria.

Setting the guidelines

The expert commission of „The International Golf Stars Classification“ defines the evaluation criteria and modalities in a binding manner and ensures their international applicability. The expert commission meets at regular intervals in order to adapt all framework conditions of the brand to the dynamics of the market. This ensures that „The International Golf Stars Classification“ is always up to date with the latest market developments.

Objectivity, voluntariness and transparency

„The International Golf Stars Classification“ is done on a voluntary basis according to transparent and objectively measurable criteria. Each golf facility decides for itself whether it wishes to be classified. Without risk and liability, each interested golf facility can determine its individual star category itself by processing the survey questionnaire in advance and then make its decision regarding participation.

Who classifies?

The implementation and execution of the classification is carried out by external and independent auditors, who have many years of experience in the golf business and also hold a certificate issued by the Bundesverband Golfanlagen e.V. have to go through a selection procedure developed by the company. This way, the highest level of professionalism and competence is ensured.

Quality assurance

Ensuring quality standards is an important part of golf course classification. In concrete terms, the Bundesverband Golfanlagen e.V. (German Golf Course Owners Association) relies on quality checks. Experienced experts from the golf industry check the fulfillment of requirements and guidelines of the golf course classification with the help of the current survey questionnaire and regular test visits. Weaknesses and optimization potentials are thus continuously identified. This ensures that the quality of the golf facility always meets the current needs and requirements of the golf market.

Classification process

- Step 1: Submitting the application.
- Step 2: Review of the survey form.
- Step 3: On-site appointment with the inspector.
- Step 4: Execution of the classification and transmission of the official result to the Bundesverband Golfanlagen e.V..
- Step 5: Postal delivery of the official classification plate, honor certificate and representative flag.



Your official, representative classification sign for the entrance area.



Representative golf star flag as a visible seal of quality for golfers.



Professional marketing of your golf facility by a press agency.



Customer acquisition at the point of sale at a sponsored tournament.



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Professional Internet presence of the marketing cooperation with integrated star guide and Presentation of your golf facility.



The official honorary certificate of „The International Golf Stars Classification“ as an eye-catcher in your clubhouse.



Short course seal - your message to new golfers

In order to do justice to the current development in the golf market, the Bundesverband Golfanlagen e.V. (German Golf Course Owners Association) has created the short course seal as an instrument for addressing the target group of „golf beginners“. The awarding of this quality seal serves golf courses with a short course (3 to 9 holes) for a transparent customer approach. The responsible persons of golf courses with short courses have the possibility to take up an even clearer position on the market by this instrument.

The short course seals are awarded in the categories gold, silver and bronze and are to be achieved through specified minimum scores. The short course seals can also be awarded independently of the „The International Golf Stars Classification“.



Germany

Schleswig Holstein

Fehmarn

Silber

Saxony

Golfpark Leipzig

Silber

Lower Saxony

Schloss Lütetsburg

Gold

Baden-Württemberg

Bad Waldsee

Silber

Golfpark Gut Batzenhof

Gold

Mannheim

Gold

North Rhine-Westphalia

Gut Heckenhof

Silber

Bavaria

Ebersberg

Gold

Hesse

Bachgrund

Gold

Gut Westerhart

Silber

Biblis-Wattenheim

Gold

Pottenstein-Weidenloh

Gold

Winnerod

Gold

Schloss Guttenburg

Gold

Rhineland-Palatinate

Deutsche Weinstraße

Gold

Landgut Dreihof

Gold



Austria

Saarland

St. Wendel

Gold

Upper Austria

Schärding

Bronze

Mecklenburg-Western Pomerania

Schloss Teschow

Gold

Ostsee Golf Resort Wittenbeck

Gold



Switzerland

Saxony-Anhalt

Obere Alp

Gold

Lucerne

Oberkirch

Gold

Initial classification



1. Classification „internal“

(for BVGA members):

- Contract duration 3 years
- Price: 590,- € p.a.
plus one-time travel expenses of the examiner*

2. Classification „external“

(for BVGA members):

- Contract duration 3 years
- Price: 990,- € p.a.
plus one-time travel expenses of the examiner*

Short course seal



1. Short place seal „internal“

(for BVGA members):

- Contract duration 3 years
- Price: 145,- € p.a.*

2. Short place seal „external“

(for BVGA members):

- Contract duration 3 years
- Price: 270,- € p.a.*

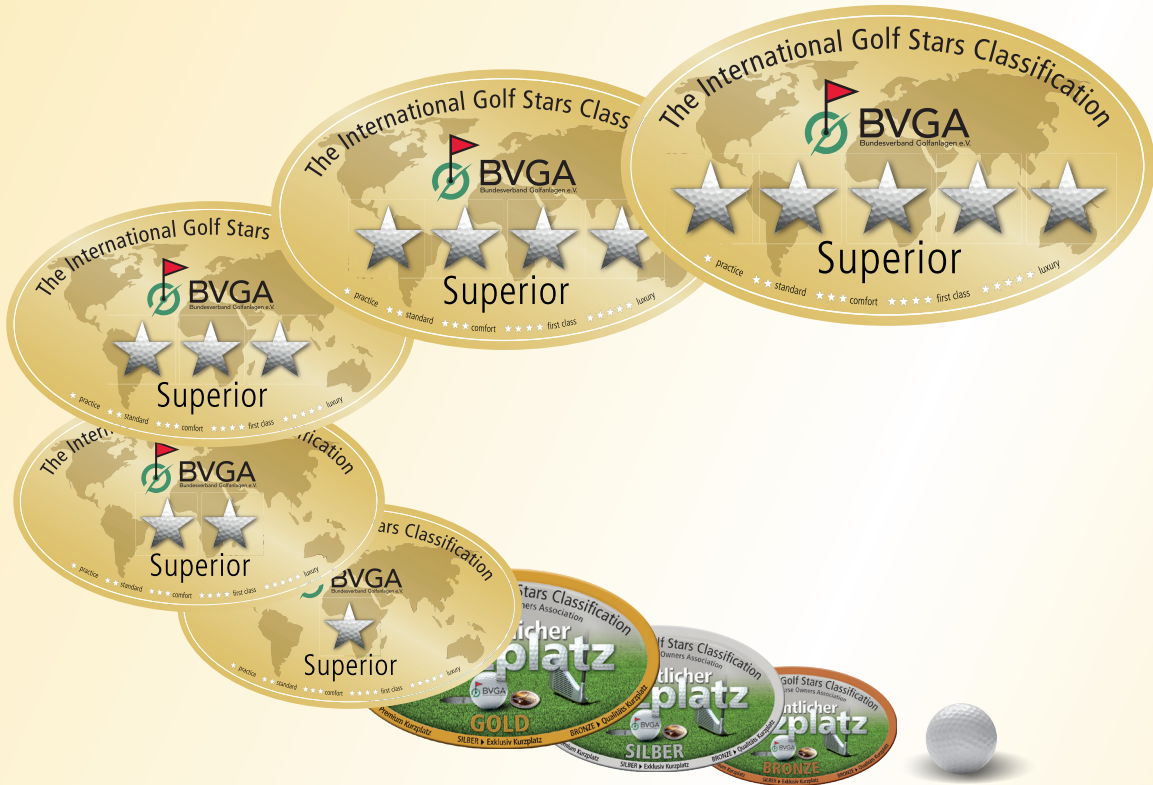
Quality check

- Travel expenses of the auditor*

* plus currently valid value added tax



Golf course classification



WHY ?

- › Quality management
- › Clear market positioning
- › Joint marketing

HOW ?

- › Survey form
- › Testing
- › Official sign

WHAT ?

- › 140 golf courses
- › 250.000 golfers
- › 90% sustainability

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