

THE INTERNATIONAL GOLF STARS CLASSIFICATION



A head start through quality
www.internationalgolfstars.com

with
Mystery
check



PREFACE



Dear Operators of golf courses,
dear Presidents,

Star classification in the hotel industry has been around for many years. This system has now found its way into the golf industry. One fact cannot be ignored: all golf courses are unique.

Back in 2005, the Bundesverband Golfanlagen e.V. (Golf Course Owners Association) developed a classification system for golf courses with objectively measurable criteria. In addition to objectivity and transparency, another principle of this concept is based on voluntary participation.

Using an evaluation catalogue, over two hundred different points in twelve categories are assessed using objectively measurable criteria with stars ranging from 1* to 5* Superior. The implementation and classification are conducted by external and independent inspectors who have many years of experience in the golf industry and who must also undergo a selection process 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 courses benefit from joint marketing campaigns and a potential of more than 250,000 golfers who play at star golf courses and specifically look for golf courses that meet their quality standards when traveling. You should always look out for the star seal, which identifies every award-winning golf course.

As the managers of golf clubs and golf courses, the star classification gives you a clear competitive advantage, as it communicates to your members and guests what quality standards they can expect. You also benefit from clear market positioning, public relations work and marketing measures relating to the golf stars at home and abroad.

We provide support with a prominent level of personal commitment, professional expertise, years of experience, reliability, pragmatic trading, enjoyment and a wide range of services.

A handwritten signature in black ink, appearing to read 'Stuart Orme', with a stylized flourish at the end.

Stuart Orme, Chairman of the Board
Bundesverband Golfanlagen e.V.
(Golf Course Owners Association)





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CLASSIFICATION

AS YOU MAY KNOW IT

Have you ever been on holiday in a star hotel?



With the radiance of hotel stars, guests from home and abroad are given a promise of quality in terms of **quality, service and price** in the best viable way.



As hotel classification opens improved sales opportunities for accommodation providers through more defined product positioning.



As domestic and foreign guests demand a reliable overview of hotels, especially medium-sized businesses.



As hotel stars represent the range of services at first glance and are therefore often the basis for booking decisions on digital booking tools.

**The International Golf Stars Classification offers you the same for your golf facility!
Regardless of which star segment you are in.**

GENERAL INFORMATION



The Golf Stars – The International Golf Stars Classification

Introduced in 2005, the registered trademark „The International Golf Stars Classification“ offers golf course operators not only clear market positioning and transparent quality management, but also optimisation of their own marketing strategy.



Assessment criteria - objective and transparent

The assessment catalogue consists of two parts, the minimum criteria and the survey questionnaire. The survey questionnaire is divided into 12 meta-criteria, which in turn are subdivided into several sub-criteria. In total, the questionnaire has over 200 different evaluation units.



Definition of guidelines

The expert commission defines the evaluation criteria and modalities in a binding manner and ensures their international applicability. The expert commission meets at regular intervals to adapt all the brand's framework conditions to the dynamics of the market. This ensures that the golf course classification is always up to date with the latest market developments.



Objectivity, voluntary participation and transparency

The golf course classification is conducted on a voluntary basis according to transparent and objectively measurable criteria. Each golf course decides for itself whether it wishes to be classified.



Who oversees classification?

The implementation and realisation of the classification is conducted by external and independent inspectors who have many years of experience in the golf business and who must also pass a selection process developed by the Bundesverband Golfanlagen e.V.. This will continue to ensure the highest level of professionalism and expertise.



Quality assurance

The Bundesverband Golfanlagen e.V. will conduct a regular „mystery check“ every three years for all classified golf courses. With this quality assurance instrument, the successful standards for golf courses can be verified in a timely manner and thus the current requirements of members and guests can be met in the best viable way. This step will help the employees of golf courses to achieve the highest possible customer satisfaction and ensure that classified golf courses continue to improve and offer top performance.



Personal appraisal interview

In addition to the mere facts and figures, in which the quality in all areas of a golf course is reassessed, from now on, an anonymous customer interview will also be conducted with the employees as part of the „mystery check“. The results of this check will be made available to those responsible so that optimisation measures can be taken, if necessary.

OBJECTIVES

- ★ Seamless quality management
- ★ Clear market positioning
- ★ Communication format for optimal customer approach
- ★ Modern and sustainable solution
- ★ Increase in brand awareness
- ★ Optimisation of the operating result

FACTS AND FIGURES

- ★ 19 years of experience
- ★ 7 countries (D - AUT - CH - LUX - ITA- POR - TUR)
- ★ 140 golf courses
- ★ 24 classified „Hotels on the golf course“
- ★ Approx. 250,000 active golfers are registered on classified golf courses, trust the golf stars and know exactly what to expect!

CLASSIFICATION PROCESS

- Step 1:** Submission of the application
- Step 2:** Review of the survey questionnaire
- Step 3:** On-site appointment with inspector
- Step 4:** Performing the classification and submitting the official result to the Bundesverband Golfanlagen e.V.
- Step 5:** Postal delivery of the official classification plaque, the certificate of honour and the representative flag

ONE INSTRUMENT – MULTIPLE ADVANTAGES

Quality management	Customer acquisition & retention	Marketing & PR	Insignia
Evaluation of all operating units	Clear market positioning	Website (German + English)	Official classification seal /plaque
Independent inspectors	Optimized customer approach	Professional press agency (online and print advertising)	Official short course seal /plaque
Minimum criteria	Quality seal	Newsletter	Certificate of honour
Mystery check	International platform	golfmanager magazine	High quality hoisting flag

TESTIMONIALS



ERNST TSCHERTEU

Managing Director Golf course
Moosburg/Pörschach



From our perspective, „The International Golf Stars Classification“ creates additional transparency and security. At a classified establishment, guests know before they arrive what services, quality and offers, and therefore the corresponding price categories, to expect at their golf course of choice.



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 eleven golf courses and their services, especially in a digitalised 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 a certain standard of quality and performance on the operator side which we want to offer our customers consistently. A system that works!



TIM STEFFENS

Managing Director
Golfanlage Deinster Geest



The advantages of „The International Golf Stars Classification“ are obvious to 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, we have already received a clear analysis of our strengths and weaknesses via the survey questionnaire, 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 Cleebornn,
Golf course Steißlingen



„The International Golf Stars Classification“ helps our customers and ourselves with orientation. Thanks to the stars, we know our objective standards and can therefore prioritise, plan and position ourselves more clearly on the market. Customers, in turn, know what to expect because everyone understands the world-famous five-star system immediately and intuitively, regardless of whether they are new or experienced players. The classification also helps us internally when comparing our systems and identifying their respective strengths and weaknesses.



Germany



Baden-Württemberg

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



Bavaria

Das Achenal	5★ Sup
Ebersberg	4★
Fahrenbach	4★ Sup
Gut Rieden	4★ Sup
Iffeldorf	4★ Sup
Kitzingen	4★
Maria Bildhausen	4★
Memmingen – Gut Westerhart	4★ Sup
Oberstauen-Steibis	4★ Sup
Passau-Raßbach	4★
Pottenstein – Weidenloh	5★
Rottaler Golfclub	4★
Thailing	4★ Sup



Berlin Brandenburg

GolfResort Semlin	4★
Gross Kienitz	5★
Schloss Wilkendorf	4★ Sup
Stolper Heide	5★



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	5★
Stromberg	4★ Sup



Mecklenburg-Vorpommern

Strelasund	4★
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Lower Saxony

Achim	4★ Sup
Castanea Golfresort	4★ Sup
Celle	4★
Deinster Geest	4★ Sup
Gleidingen	4★ Sup
Hamelner Golfclub	4★ Sup
Hardenberg	5★ Sup
Schloss Lütetsburg	4★
Steinhuder Meer	4★
Syke	5★
Vechta	4★



North Rhine-Westphalia

Burg Konradsheim	5★
Clostermannshof	4★ Sup
Esgeberg, Teutoburger Wald	5★
Golfpark Rothenbach	4★ Sup
Grevenmühle	5★ Sup
Haus Bey	5★
Haus Kambach	4★ Sup
Lippstadt	4★
Repetal	4★
Römerhof	4★ Sup
Schloss Moyland	4★ Sup
Velbert Gut Kahlendahl	5★ Sup
Velderhof	5★
Wasserburg Anhold	5★ Sup
Weselerwald	4★ Sup



Rhineland-Palatinate

Bad Neuenahr	5★
Deutsche Weinstraße	5★
Heddesheim	5★
Kurpfalz	5★
Landgut Dreihof	5★ Sup
Lietzenhof	4★

CLASSIFIED GOLF COURSES



Saarland

St. Wendel	5★ Sup
Bostalsee	5★ Sup



Saxony

Golfpark Leipzig	4★
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Schleswig Holstein

Fehmarn	4★
Gut Uhlenhorst	4★ Sup
Golfresort Strandgrün	4★ Sup
Hohwacht	4★ Sup

Austria



Dolomitingolf	5★ Sup
Haugschlag	5★ Sup
Mieminger Plateau	5★
Moosburg-Pörtschach	4★ Sup
Schloss Frauenthal	4★ Sup
Westendorf	4★ Sup
Uderns-Zillertal	5★ Sup

Switzerland



Arosa	4★
Davos	4★ Sup
Domat/Ems	4★ Sup
Küssnacht	5★
Meggen	5★ Sup
Otelfingen	5★ Sup

Italy



Acaya	5★
Chervò	5★
Eppan	4★ Sup
I Monasteri	5★
Passeier Merano	4★ Sup

Luxembourg



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

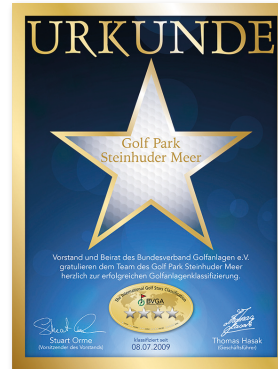


Achim	Gold
Bachgrund	Gold
Bad Waldsee	Silber
Biblis-Wattenheim	Gold
Deutsche Weinstraße	Gold
Ebersberg	Gold
Fehmarn	Silber
Golfpark Karlsruhe	Gold
Golfpark Leipzig	Silber
Landgut Dreihof	Gold
Mannheim	Gold
Memmingen-Gut Westerhart	Silber
Obere Alp	Gold
Pottenstein-Weidenloh	Gold
Schlossberghof	Silber
Schloss Guttenburg	Gold
Schloss Lütetsburg	Gold
Schloss Wilkendorf	Silber
St. Wendel	Gold

MARKETING OPPORTUNITIES



Your official representative classification plaque for your entrance area



The official certificate of honour as an eye-catcher in your clubhouse



Hoist your own representative flag



Your official representative classification plaque for your entrance area



www.internationalgolfstars.com
Professional internet presence and presentation of your golf course



Professional marketing of your golf course in print and online media

SHORT COURSE SEAL

YOUR MESSAGE TO ALL NEW GOLFERS

To do justice to the current development in the golf market, the Bundesverband Golfanlagen e.V. has created an instrument to address the target group of „golf beginners“ with the short course seal. The award of this quality seal helps golf courses with a short course (3 to 9 holes) to address customers in a transparent manner. This instrument gives those responsible for golf courses with short courses the opportunity to adopt an even clearer position on the market.

The short course seals are awarded in gold, silver and bronze and can be achieved by scoring a minimum number of points. The short course seals can also be awarded independently of „The International Golf Stars Classification“.



Germany



Baden-Württemberg

Bad Waldsee	Silber
Golfpark Karlsruhe	Gold
Mannheim	Gold



Bavaria

Ebersberg	Gold
Memmingen-Gut Westerhart	Silber
Pottenstein-Weidenloh	Gold
Schlossberghof	Silber
Schloss Guttenburg	Gold



Berlin Brandenburg

Schloss Wilkendorf	Silber
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Hesse

Bachgrund	Gold
Biblis-Wattenheim	Gold



Lower Saxony

Achim	Gold
Schloss Lütetsburg	Gold



Rhineland-Palatinate

Deutsche Weinstraße	Gold
Landgut Dreihof	Gold



Saarland

St. Wendel	Gold
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Saxony-Anhalt

Obere Alp	Gold
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Saxony

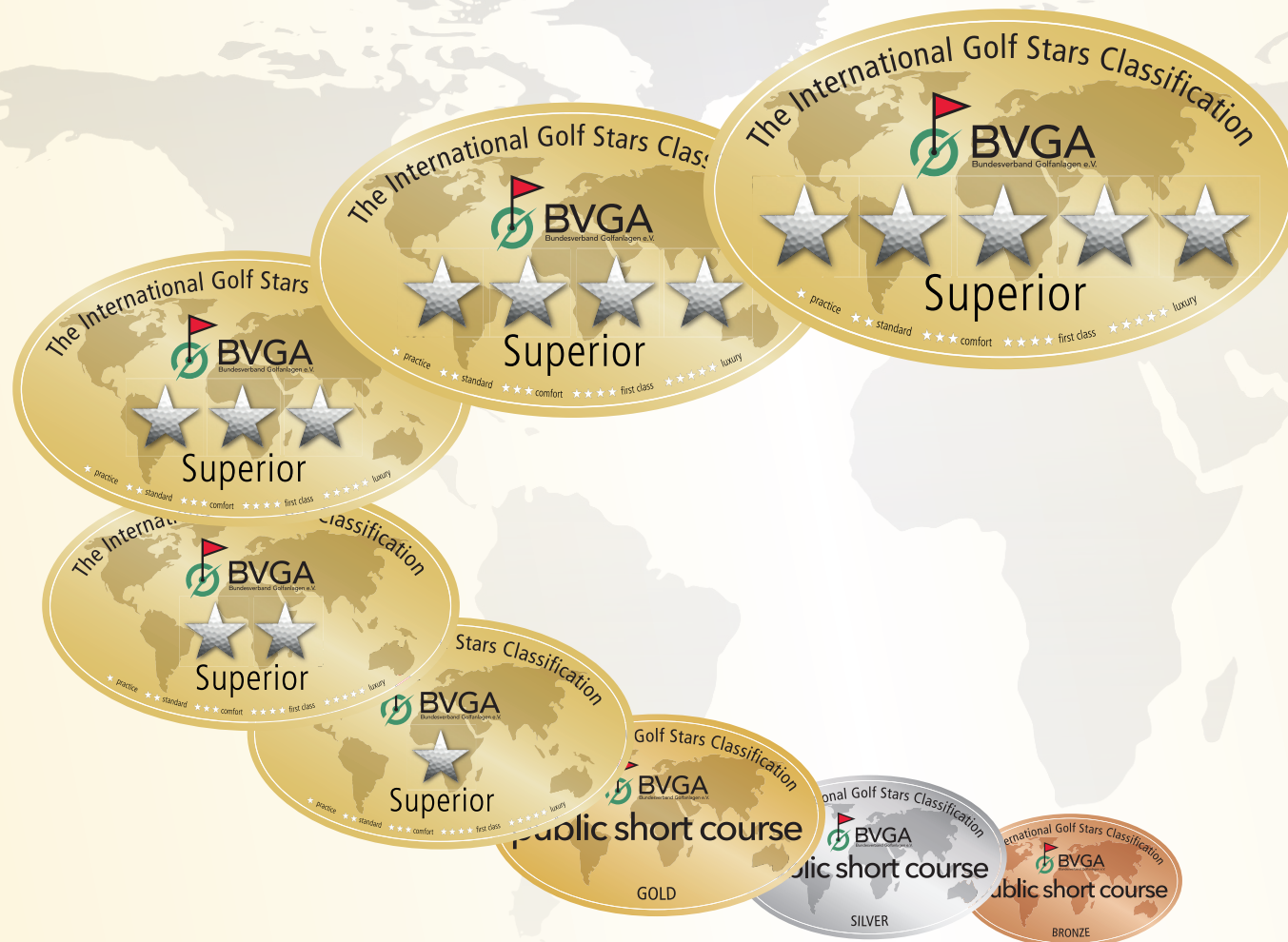
Golfpark Leipzig	Silber
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Schleswig Holstein

Fehmarn	Silber
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WHY – HOW – WHAT



WHY ?

- ✦ Quality management
- ✦ Clear market positioning
- ✦ Addressing new customers

HOW ?

- ✦ Survey questionnaire
- ✦ Audit
- ✦ Official insignia

WHAT ?

- ✦ 132 golf courses
- ✦ 250.000 golfers
- ✦ 7 countries

PRICES INITIAL CLASSIFICATION AND SHORT COURSE SEAL

Initial classification



1. Classification „internal“

(for BVGA members):

- Price: € 890.00 per year
excluding one-time travelling expenses
for the inspector*
- Contract term 3 years

2. Classification „external“

(for non-BVGA golf courses):

- Price: € 1,290.00 per year
excluding one-time travelling expenses
for the inspector*
- Contract term 3 years

Short course seal



1. Short course seal „internal“

(for BVGA members):

- Price: € 235.00 per year *
- Contract term 3 years

2. Short term seal „external“

for non-BVGA golf courses):

- Price: € 890.00 per year *
- Contract term 3 years

* plus currently valid VAT

SEAL OF QUALITY FOR YOUR ASSOCIATION



HOTEL HEITLINGER HOF
Östringen-Tiefenbach

APART Resort Westendorf
Westendorf

Steigenberger Hotel Treudenberg
Hamburg

Hotel im Golfpark Strelasund
Süderholz

Golfhotel Fahrenbach
Tröstau

Castanea Resort Hotel
Adendorf

HOTEL absolute Gernsheim
Allmendfeld

GolfResort Semlin
Rathenow

Romantik Golf- & Wellnesshotel Platte
Attendorf

Golf- und Landhotel Anetseder
Passau-Rassbach

Gut Heckenhof Hotel & Golfresort an der Sieg
Eitorf

EXAMPLE: "HOTELS ON THE GOLF COURSE"

Golfresort Haugschlag Haugschlag, Niederösterreich



HAUGSCHLAG
Golfresort
The Leading Golf Courses



Land & Golf Hotel Stromberg Stromberg



**LAND & GOLF HOTEL
STROMBERG**
★★★★★ Das besondere Privathotel
HOTEL - SPA - GOLF



Ahauser Land & Golfhotel Ahaus



Ahauser Land & Golfhotel



Angel's - das hotel am golfpark St. Wendel



Angel's | das hotel
am golfpark



Schlosshotel Münchhausen Aerzen



SCHLOSSHOTEL  **MÜNCHHAUSEN**



ROBINSON NOBILIS Belek, Türkei



ROBINSON NOBILIS



Hofgut Georgenthal Hohenstein



Hofgut Georgenthal
Hotel | Golf | Spa | Restaurant
Michelin Guide
★★★★ Superior



Das Vesper Sprockhövel



DAS VESPER
HOTEL



Dolomitengolf Hotel & Spa Lavant, Tirol



DOLOMITENGOLF
HOTEL & SPA
★★★★ SUPERIOR



Garda Hotel San Vigilio Golf San Vigilio, Italien



**GARDA HOTEL
SAN VIGILIO GOLF**
POZZOLENCO
LAGO DI GARDA - ITALY



ROBINSON QUINTA DA RIA Algarve, Portugal



**ROBINSON
QUINTA DA RIA**

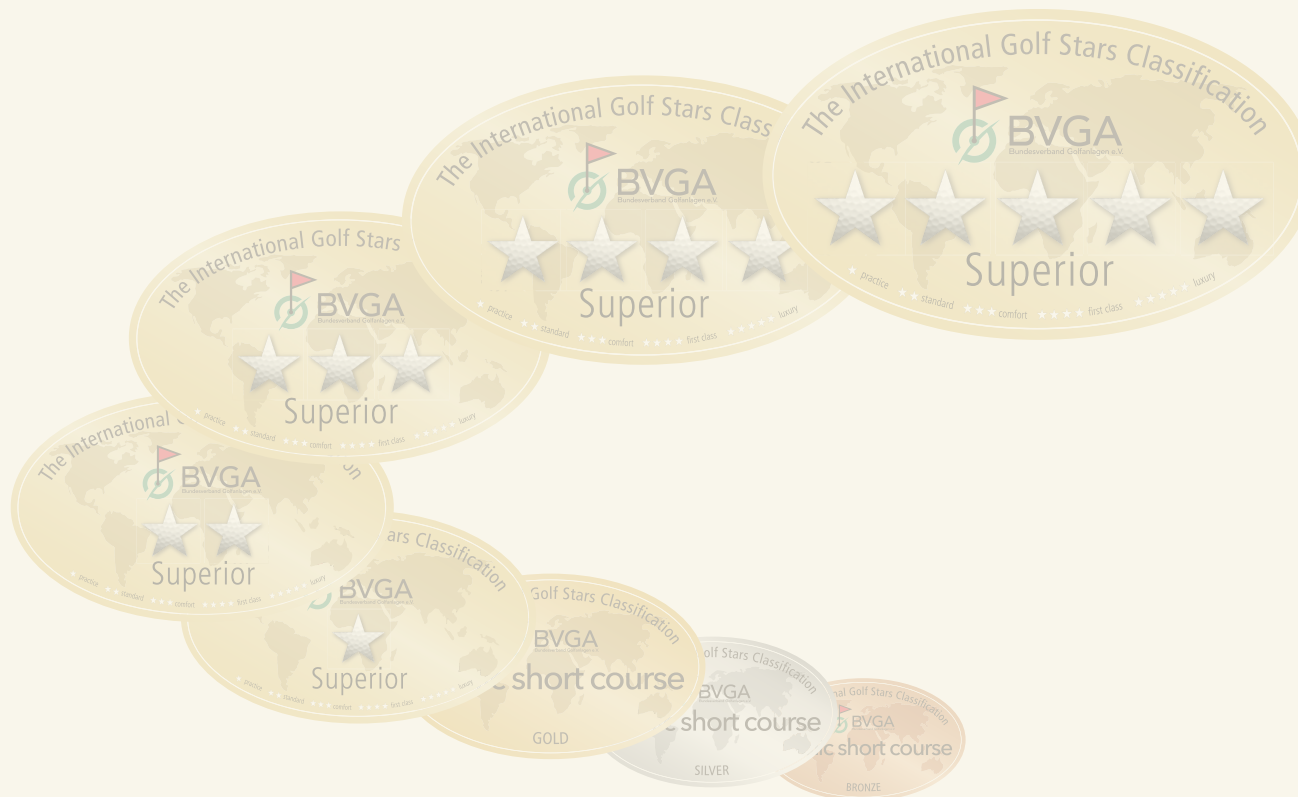


Strandgrün Golf- & Spa Resort Timmendorfer Strand



STRANDGRÜN
GOLF- & SPA RESORT
TIMMENDORFER STRAND





Best Promotional Initiative Award

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