



Hotels on the golf course

# INFORMATION BROCHURE „HOTELS ON THE GOLF COURSE“

**2024**

Maximum one PAR  
4 between hotel  
and golf course!



POWERED BY  
BVGA

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# PHILOSOPHY

PERSONAL | EXCLUSIVE | ECONOMICALLY SUCCESSFUL

The marketing cooperation "Hotels on the golf course" is an association of renowned hoteliers and golf course operators whose hotel is located directly "on the" golf course.

The aim of this international business network is to achieve a higher hotel or golf course occupancy rate, thus sustainably improving operating results.

The exclusive concept of "Hotels on the golf course" is particularly impressive due to the high-quality standards in the hotel and golf course sector. All partners can be found in the 4 and 5-star segment.

Take the opportunity to participate in this high-quality marketing cooperation and thus strengthen your competitiveness. Reduce your costs through numerous synergies and communicate your product advantage over the competition.



# PARTNER HOTELS



Hotels on the golf course

**HOTEL HEITLINGER HOF**  
Östringen-Tiefenbach

**APART Resort Westendorf**  
Westendorf

**Steigenberger Hotel Treudenberg**  
Hamburg

**STEIGENBERGER**  
HOTEL TREUDELBERG  
HAMBURG

**Hotel im Golfpark Strelasund**  
Süderholz

**Golfhotel Fahrenbach**  
Tröstau

**Castanea Resort Hotel**  
Adendorf

**HOTEL absolute Gernsheim**  
Allmendfeld

**Schloss Lüdersburg**  
Lüdersburg

**GolfResort Semlin**  
Rathenow

**Romantik Golf- & Wellnesshotel Platte**  
Attendorf

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

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



Hotels on the golf course

# PARTNER HOTELS

**Golfresort Haugschlag**  
Haugschlag, Niederösterreich



**HAUGSCHLAG**  
Golfresort  
*The Linking Golf Course*



**Land & Golf Hotel Stromberg**  
Stromberg



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



**Ahauser Land & Golfhotel**  
Ahaus



**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  
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



# TESTIMONIALS



**Arnd Vesper**  
Managing Partner  
Das Vesper



"Hotels on the golf course" is the perfect partner for Das Vesper, as here we meet exactly those customers whose wishes we fulfil with passion and heart. Embedded in two hotel-owned 18-hole golf courses, we can offer the right arrangements with our partner at any time and communicate these hand-crafted packages via the right channels. Our own claim to individuality and a personalized approach is reflected in "Hotels on the golf course".



**Birgit Krause**  
Golf and Resort Management  
Strandgrün Golf- & Spa Resort  
Timmendorfer Strand



"Hotels on the golf course" - Why are we part of the team? When the idea of a joint marketing cooperation for hotels on golf courses was born, we were immediately involved as a founding member. To us it made sense and felt important to pool marketing forces in order to support all businesses with this unique selling point, "Hotels on the golf course", in their public relations work. Together we are stronger!



**Hans Geist**  
Owner and Managing Director  
Golfresort Haugschlag



Being a member of "Hotels on the golf course", we can offer our individual golf guests and in particular groups, both perfect infrastructure and organization. At Golfresort Haugschlag you can play on three 18-hole championship courses without having to get in your car. This is not only pure golfing luxury, but also ecologically valuable.



**Pia Maurer und Petra Schmitt**  
GOLF absolute and Angel's Hotels



The cooperation "Hotels on the golf course" combines great hotels and outstanding golf courses. Cooperation with our partner establishments also increases the comfort for our guests, with every booking they can be sure that it is all about quality. We are happy to be part of this community.



**Brita Hankammer**  
Owner Hotel Hofgut Georgenthal



Reasons for the marketing cooperation with "Hotels on the golf course" and our positive added value:

- Raising our profile as a masterful golf course with high quality standards.
- Further opportunity to establish our "young" golf club.
- Acquisition of new customers for the hotel and golf course.
- Strengthening our image through cooperation and recommendation in a high-quality sales market.
- Branch meetings for an exchange of experience between all cooperation partners are extremely profitable.



# TESTIMONIALS



**Peter Hilla**

Graduate in Business administration and Economics & Owner  
Gut Heckenhof Hotel & Golfresort



Golfers, especially when traveling in groups, are always on the lookout for new destinations. It therefore seemed logical to concentrate this business on the members of a brand partnership and, for example, to draw attention to the offers of the other hotels in each partner hotel. In addition, there are strict admission criteria and quality requirements that all hotels and golf courses must meet to be able to always offer golfers a high-quality product. The brand's unique selling point for hotels "no further than one PAR 4 from the golf course" has now become established and has also earned us considerable additional business over the years. The brand has been constantly supported by successful marketing and communication measures and is now on the way to a gentle internationalization with 24 hotels in 5 countries, which can only benefit all partners.



**Thomas Bonanni**  
Hotel Manager  
Schlosshotel Münchhausen



- The partner hotels benefit from the agency's good PR contacts and strong press relations, especially in the D-A-CH region. Each hotel can increase its individual involvement here.
- Partner hotels benefit from marketing measures in the print and online sector B2C: handy flyer, online catalogue in German and English, newsletter, e-mail marketing at regular intervals to qualified addresses (hotels can submit news and offers at all times), activities in social media, Facebook, Instagram and LinkedIn.
- Recommendation marketing within the cooperation: Participating hotels and golf clubs exchange travel recommendations (groups are often looking for new hotels).
- Good network and exchange among the hotels and golf courses.
- Advantages through the cooperation and the Bundesverband Golfanlagen e.V. due to partnerships.
- For new partners: Awareness level is increased through PR reports and customer loyalty campaigns.



**Bernd Eulitz**  
Managing Director GolfResort  
Semlin am See



GolfResort Semlin has been a member of the brand association since 2019 and has benefited from the cooperation from the very beginning, as we are not only present online, but also in the brand's catalogue together with all other hotels in every hotel room of the cooperation. In addition, there are always good offers throughout the year to present ourselves in cooperations, newsletters and press releases of the brand. We have noticed that the brand's quality standards for its partners, amongst others the proximity of the hotels to the golf course, the quality guarantee of the golf courses through certification, give them a clear competitive advantage.



**Peter Hamacher**  
Managing Director Marketing & Sales  
HAMACHER HOTELS & RESORTS



From the very beginning, we were very convinced by the concept and the idea of marketing hotels directly on or by the golf course in a network. a topic that is currently more relevant than ever. Guests wish for short distances to the golf course, are increasingly longing for nature and prefer hotels that offer a generous amount of space and more room. Furthermore, the combination of golf, complemented by an outstanding culinary and wellness offering, is increasingly becoming the focus of well-managed hotels and resorts. The concept of the "hotels on the golf course" brand has proven to be highly successful over the years and has brought us additional business. We are proud to be a brand partner, especially as a slightly more remote vacation destination, and look forward to continuing to benefit from the brand's synergies in the future.



# SERVICES

WEBSITE | ONLINE CATALOGUE | NEWSLETTER | SOCIAL MEDIA | PRESS

## Our services

- Direct access to new customers
- Modern online marketing in the exclusive circle of our partners
- High-quality print flyer for display in your hotel
- Online catalogue for your communication channels
- Customer database for marketing your news
- Attractive print advertising (Golf Time, golfmanager, Perfect Eagle, Golfweek)
- Professional media work by a golf & travel communications agency (JAB Anstötz, Kulinariker, Golfpost)
- Social media marketing (Facebook, Instagram, LinkedIn)
- Search engine marketing by a professional media agency
- Customer newsletter with your offers directly to the target group
- Belgian Captains newsletter for marketing in neighbouring countries
- Voucher exchange campaign for mutual marketing
- Direct contact and personal support for all your needs



## Newsletter

The customer newsletter with partner news is distributed by mail every two weeks. The database grows through online inquiries, catalog downloads and competitions.

More than 4,000 direct contacts – without any dilution. Our database is constantly being expanded!



## Homepage

- Professional web marketing, integrated SEO management tool and Google Ads campaigns
  - Detailed analysis and transparency of results
- Built-in contact form for personal customer inquiries
- Built-in contact form for personal customer newsletters
- Link to your booking site
- Attractive presentation of the hotel and golf course



## Online catalogue

- Digital hotel catalogue in German and English
- Download possible on the homepage
- Each partner receives a copy for inclusion on their communication channels
- Print flyer, 25,000 copies in over 2,000 hotel rooms, 365 days a year



# OBJECTIVES

📌 **Quality promise:**  
International golf course classification by "The International Golf Stars Classification"

📌 Increase in golf groups

📌 Transparency in all areas

## Facts and figures

- 📌 24 exclusive golf hotels
- 📌 Hotel flyer as a multiplier
- 📌 Professional marketing
- 📌 Access to 4,000 "golfers"
- 📌 Active in 5 countries
- 📌 Over 12 years of experience

📌 **Networking:**  
Maintenance and expansion of the business network

📌 **Profitability:**  
Higher utilization of the hotel business through additional overnight stays, higher income generated by green fees to improve the operating result

📌 Customer acquisition via various communication channels

📌 Know-how and professionalism through the exchange of ideas and experiences in workshops

# OUR BUSINESS PARTNERS



**BVGA**  
Bundesverband Golfanlagen e.V.  
Bundesverband  
Golfanlagen e.V.  
(Golf Course Owners Association)  
160 golf courses in  
4 countries!

**golfmanager**  
The only trade magazine  
for golf course decision-  
makers!

**“The International  
Golf Stars Classification”**  
International golf course  
classification as a promise  
of quality with access to  
250,000 golfers!

**GCAE**  
GOLF COURSE  
ASSOCIATION  
EUROPE  
Always in exchange  
with the European Golf  
Course Association  
GCAE!

**HELMA SCHEFFLER**  
GOLF  
TRAVEL  
LIFESTYLE  
Professional press agency  
Helma Scheffler – sends  
our messages directly to  
the golf market!





# YOUR STEPS TOWARDS A PARTNERSHIP

## Criteria for joining:

- ◇ Your hotel on the golf course must be located a maximum of 430 m - PAR 4 from the golf course
- ◇ Your golf course must achieve at least 4 stars awarded by "The International Golf Stars Classification"
- ◇ Your hotel must be of comparable quality

## Fees\*:

- ◇ Initial fee (one-time payment) € 4,000 plus VAT.
  - ◇ Annual fee € 3,000 plus VAT
  - ◇ International golf course classification € 1,290 p.a. plus VAT
- 
- Invoicing in January
  - Term 1 year

\* Initial fee can be paid in three annual instalments; with the term being adjusted to 3 years accordingly.



Hotels on the golf course



# LOCATIONS

## GERMANY

### BADEN-WÜRTTEMBERG

**1** HOTEL HEITLINGER HOF, Östringen-Tiefenbach

### BAVARIA

**2** Golf- & Landhotel Anetseder, Passau-Rassbach

**3** Golfhotel Fahrenbach, Tröstau

### BRANDENBURG

**4** GolfResort Semlin, Rathenow

### HAMBURG

**5** Steigenberger Hotel Treudelberg, Hamburg

### HESSE

**6** Hofgut Georgenthal, Hohenstein

**7** HOTEL absolute Gernsheim, Gernsheim-Allmendfeld

### MECKLENBURG-VORPOMMERN

**8** Hotel im Golfpark Strelasund, Süderholz

### LOWER SAXONY

**9** Castanea Resort Hotel, Adendorf

**10** Schlosshotel Münchhausen, Aerzen

**11** Schloss Lüdersburg, Lüdersburg

### NORTH RHINE-WESTPHALIA

**12** Ahauser Land- & Golfhotel, Ahaus

**13** Romantik Golf- & Wellnesshotel Platte, Attendorn

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

**15** Das Vesper, Sprockhövel

### RHINELAND-PALATINATE

**16** Land & Golf Hotel Stromberg, Stromberg

### SAARLAND

**17** Angel's – das hotel am golfpark, St. Wendel

### SCHLESWIG-HOLSTEIN

**18** Strandgrün Golf- & Spa Resort, Timmendorfer Strand

## AUSTRIA

**19** Dolomitengolf Hotel & Spa, Lavant

**20** Golfresort Haugschlag, Haugschlag

**21** APART Resort Westendorf, Westendorf

## ITALY

**22** GARDA HOTEL SAN VIGILIO GOLF San Vigilio, Pozzolengo

## PORTUGAL

**23** ROBINSON QUINTA DA RIA, Vila Nova de Cacela

## TURKEY

**24** ROBINSON NOBILIS, Belek



AUSTRIA

APART Resort Westendorf

**20** Golfresort Haugschlag

Vienna

**21**

**19** Dolomitengolf Hotel & Spa

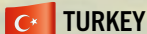


ITALY

Bolzano

**22**

GARDA HOTEL SAN VIGILIO GOLF



TURKEY

Ankara

**24**

ROBINSON NOBILIS



PORTUGAL

Lisboa

**23**

ROBINSON QUINTA DA RIA

# VISION

Gentle growth combined with excellent offers for golfers and establishment of the brand throughout Europe.

**BECOME PART OF OUR SUCCESS STORY!**



## Contact information:

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