



"Hotels auf dem Golfplatz"



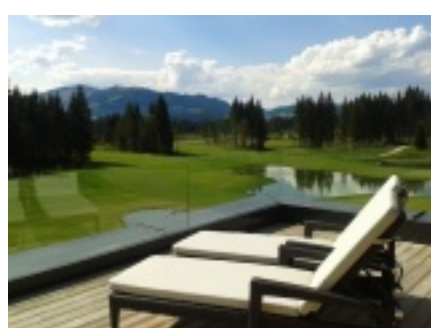
The "Hotels auf dem Golfplatz" brand starts the new year with a new partner and a new brochure. The marketing association "Hotels auf dem Golfplatz" (hotels on the golf course), which was launched in 2011 with 16 partners in Germany, Austria and Switzerland, can now look back on more than a decade of successful work. The idea is simple, but ingenious: stay overnight directly on the golf course. In the meantime, 24 top golf facilities in five countries belong to the brand. The criteria for inclusion are strict: firstly, the hotels may not be located further than a par-4 (maximum 430 meters or 470 yards) from the golf course, and secondly, the associated courses must be awarded at least four stars by the International Golf Stars Classification and have at least 18 holes. With this promise of quality, golfers can be sure that their expectations of a "vacation in a new dimension" will be met. Hotels and golf courses also benefit: The successful network guarantees higher occupancy rates for all brand partners. Since the beginning of 2022, the luxurious PURE Resort Westendorf in Westendorf near Kitzbühel (Austria) is a new partner in the cooperation. The multi-award-winning resort, which reopened on Christmas 2021, includes 52 luxuriously appointed apartments, penthouses, suites & hotel rooms, as well as two wellness areas, two heated outdoor pools, a fitness room and a restaurant. One of the highlights is the exceptional view from the rooftop infinity pool. The resort, with its modern appeal yet authentic Austrian atmosphere, is located in the heart of one of Austria's largest contiguous ski areas. The Golf Club Kitzbüheler Alpen offers a gorgeous 18-hole course, which was voted Austria's most beautiful golf course by "Leading Golf Courses" in 2021. From the clubhouse terrace golfers enjoy spectacular views of the Tyrolean mountains. Also in winter the resort is always worth a visit. Excellent cross-country ski trails are right outside the door, and the ski bus takes snow lovers to the ski lift within two minutes.

Managing Director and President Jakob Haselsberger says: "For us as a golf resort with an attached hotel directly on the golf course, the cooperation with the international golf resort classification of the Bundesverband Golfanlagen e.V. is an important marketing tool to offer the day and vacation guest a special quality and unique selling point. The marketing cooperation "Hotels on the Golf Course" gives us the opportunity to clearly position hotel and golf course on the international golf market. High-quality, first-class service and exclusive offers are the success factors for us in the present and in the future." Last but not least, the popular 2022 tournament series is also entering its next round with currently 16 tournaments. Participation in the Trophy is worthwhile, as participants in each tournament will be entered into a draw for a travel voucher with two nights' accommodation plus breakfast and green fees. There are also valuable prizes and tee gifts. Details and registration details can be found on the website. The brand's website www.hotelsaufdemgolfplatz.com presents an informative overview of partner hotels and golf courses, as well as attractive offers.

ABOUT THE BRAND: The concept of the brand is simply ingenious: staying overnight on green playing fields, a dream come true for all golfers. The quality standards for inclusion are demanding: on the one hand, the hotels may not be located further than a par 4 (maximum 430 meters or 470 yards) from the golf course; on the other hand, the associated courses must be awarded at least four stars by the International Golf Stars Classification, have at least 18 holes, and the hotels must meet all the criteria of the "First Class" category. With this promise of quality, golfers can be sure that their expectations of "vacationing in a new dimension" will be met. This successful concept was even awarded the Innovation Prize by the European Golf Course Owners Association in 2018. Currently, 24 marketing partners in five countries belong to the brand cooperation.

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