



# Concept

## Wylihof Golf AG

### Golfclub Wylihof

#### **Golf**

Wylihof aims to be one of the best and most challenging courses of the country with summer greens on 365 days per year.

Our members and guests may enjoy their hobby on a championship-course in a great environment.

Wylihof offers a premium facility: a well-tended course, a great infrastructure and additional facilities at the restaurant, golf academy and shop.

We support golf as a competitive and leisure sport, and we seek to promote our juniors.

The respect of golf etiquette is important to us.

We operate in a sustainable manner. We aim to take care of all flora and Fauna living within and upon our golf land.

#### **Social**

Our members and the staff are polite, friendly, competent and professional. Services are targeted to the needs of our members.

We support club life and encourage a happy, relaxed atmosphere. It is important to us, that all members feel comfortable.

The private character of the club will be sustained with no further additional sale of shares.

We offer our staff modern and market-driven working conditions. We support personal responsibility and engagement.



## Financial

We follow a professional financial management strategy and inform our members about our steps.

Investments are planned long-term and aim to sustain the value of the course, its infrastructure and to be self-financing. Debts will only be incurred in exceptional cases.

Memberships can be sold.

Annual membership fees and greenfees reflect our market position as a premium facility.

## Business and club management strategy

We run our company in a professional way.

Club finances are under the control of the Wylihof Golf AG, which is led by the Board of Directors. They are responsible for all economic and corporate contracts

Club life is organized by the Club Committee

The General Manager is responsible for the operative running of the company and supports the club. He co-ordinates communication between all the different departments and in-house partners.

Ideas, opinions and criticism from members, guests and staff are taken seriously.

It is important to us that the Board of Directors, the Club Committee and the operative Management is accepted and supported by our members.