



## **PACIFIC LINKS INTERNATIONAL JOINS FORCES WITH GOLF CLUB SCHLOSS MIEL**

***-Prestigious German venue has been proclaimed as the latest venue to partner with the world's premier golf network-***

**Toronto, ON (March 25, 2019)** – As Pacific Links International (PLI) continues to grow its European portfolio, Golf Club Schloss Miel is the sixth German venue to become part of the international membership structure. Members of this impressive golf club will now benefit from access to playing opportunities at PLI network properties worldwide.

Reciprocal access for Golf Club Schloss Miel members will extend to golfing facilities across PLI's comprehensive portfolio, consisting of over 390 clubs in 36 countries, including the likes of Saadiyat Beach Golf Club, Abu Dhabi, and 2010 Ryder Cup venue, Celtic Manor Resort, Wales.

**Franz-Josef Hermann, President of Golf Club Schloss Miel** commented: *"Our recent relationship with Pacific Links International provides an exclusive opportunity for the club, as we look towards enhancing our international appeal and providing our members with a unique network to benefit from. I'm confident that if we increase the knowledge of our club features within the Asian market, this will reap rewards for our club and provide a boost for the German golf market."*

This 6,627-yard-long course was designed by British architect, David Ashton, and is one of the most understated golf clubs in Germany. Located in the Cologne region, the course is only 30 minutes' drive from Bonn and 1 hours' drive from Düsseldorf, for the international golfer. The course boasts flawless playing conditions, and is best described as a parkland style course, however, the lavish dune landscape can also offer a sense of links golf at times. The focus for this course is on the service offering & whole experience, with the thought process that golf is not only a sport, but also a feeling that is experienced by the members & guests of a golf club.

*"Golf Club Schloss Miel is one of the premium golf facilities in Germany; it's the perfect course to play when visiting the Rhineland. We are delighted to welcome the club as one of our newest European partners and look forward to hearing the feedback from our network golfers"* said **Rudy Anderson, President and Chief Executive Officer of Pacific Links International**.

*"Our Network Clubs in Europe currently represent 10% of our portfolio, so this is one of our key areas of focus. There's no doubt that Golf Club Schloss Miel will prove to be a popular choice with our International Members."*

**- Ends -**

### **About Pacific Links International**

**Pacific Links International has created the world's most comprehensive reciprocal golf course network and serves as the golf industry's leading portal to the avid, traveling Chinese golfer.** Pacific Links provides its Asia-based International Members with a premium golf experience through an innovative international membership structure. Pacific Links offers them access to the finest collection of high-quality golf clubs in the world. Since 2012, the Pacific Links network of Affiliated and Reciprocal clubs has grown to over 400 properties located in 37 countries around the world. The Pacific Links golf network serves this membership base in Asia, as well as an aggregated population of over 125,000 network golfers from participating network clubs. The main feature of a Pacific Links partnership for participating network clubs is the opportunity to offer reciprocal or affiliate access to other destinations across the Pacific Links International Network to their own members.



**Media Contacts:**

Pacific Links International, Richelle Nemeth, +1 647 271 7198, [rnemeth@pacificlinks.com](mailto:rnemeth@pacificlinks.com)

Performance54, Scott Peddie, +44 7825 886 447, [scott.peddie@performance54.com](mailto:scott.peddie@performance54.com)

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