PGA Branded Properties

59club

What does it take to be a PGA Branded Property? Service Standards

The PGA works with its official PGA Partner, 59club, to define and measure service standards and support ongoing training, helping PGA Branded Properties achieve or work towards the required Gold Flag status.

- ANNUAL ASSESSMENT: Four qualifying assessment visits during the main golfing season.
- WEIGHTED SCORING: 70% from the average visit scores and 30% from the facilities provided for members and guests.
- GOLD FLAG THRESHOLDS: 79% or above for resorts/destinations; 72% or above for members' clubs and daily fee/pay-and-play venues.
- AREAS ASSESSED: Dining options, accommodation standards and changing room services; practice facilities; on-course yardages, services, food and beverage, and toilets; caddy programmes and golf concierge services; retail and custom fitting technology; relevant senior staff qualifications and staff development; tournament recognition; storage and additional on-site facilities; EV charging, environmental recognition and loyalty programmes. Criteria are tailored to the venue category.
- LOCAL GUIDANCE AND SUPPORT: Detailed requirements and training support should be discussed with the relevant 59club team in the venue's territory.
- CONSISTENT DELIVERY: Once achieved, Gold Flag standards must be maintained the following year to retain the award. The highest-performing Gold Flag venues across all 59club global regions earn additional recognition through the Signature Collection, with distinctions across Private, Commercial, Semi-Private and Destination venues, as well as single- and multi-course operations.