

Golf Travel in Full Swing

The Heritage Plus membership unlocks access to a national network of premium golf courses.

BY WORTH STAFF

Belonging to a golf club gives members a sense of familiarity and comfort. Players learn every intricacy of their course, the staff and the other members are like family, and for many, it feels like a second home. While avid golfers enjoy the benefits of having a club membership, they also relish the challenge and excitement of experiencing different clubs, though they are often limited to public courses when they travel.

Heritage Golf Group, a company that has acquired over 30 premium golf and country clubs, is changing how their members are able to travel and play clubs nationally. The Heritage Plus membership draws from their management team's decades of experience in owning and operating clubs, offering a unique and comprehensive approach to golf club membership.

One of the most appealing features of the membership is its unparalleled flexibility. Unlike other golf memberships, where access might be limited to a handful of courses, Heritage Plus opens the door to a nationwide growing network of high-quality golf courses, all owned and operated by Heritage itself. This integrated ownership ensures that members receive a uniformly high standard of service and course quality no matter where they play.

"We had a unique opportunity to build a program that truly addressed the desires of our members, drawing from the best features of similar programs, combined with feedback from our actual members." Says Andy Miller, chief revenue officer at Heritage "Currently, a large and growing percentage of our thousands of Golf Members participate in the program, with over a 90% renewal rate."

Members are not confined to their local club; they have the opportunity to travel and play courses in 14 states when adding Heritage Plus to their membership. This feature is a boon for golfers who travel, whether for business or pleasure, allowing them to enjoy their passion without the hassle of finding a quality course.

The recent acquisition of Lakewood Ranch Golf and Country Club further expands the network, adding another jewel to their already impressive crown. Lakewood Ranch is renowned for its meticulously maintained greens and challenging layout, making it a favorite among both amateur and professional golfers. With its inclusion, Heritage Plus members will soon have another excellent option for their golfing adventures.



Understanding the needs of traveling golfers, Heritage has taken steps to make the experience as seamless as possible. For those who prefer the familiarity of their own clubs but dislike the inconvenience of traveling with them, Heritage has partnered with Ship Sticks. This partnership allows members to have their golf clubs shipped directly to any Heritage course, ensuring that they can play with their preferred equipment without the burden of transportation.

For those who may decide to travel light or face last-minute trip changes, Heritage offers complimentary club rentals at every course. This thoughtful service guarantees that every member has access to top-quality golf clubs, ensuring that the spontaneity of travel does not compromise the quality of their game.

The Heritage Plus membership is more than just a golf membership; it is a ticket to a diverse and elite network of golf courses that cater to the discerning golfer looking for variety, convenience, and a consistently superior golf experience across multiple destinations. As Heritage continues to expand its offerings and services, the value of this membership only increases, promising a world of golfing opportunities that are both luxurious and accessible.

For more information about Heritage Golf and their Heritage Plus membership, visit heritagegolfgroup.com.