



MISSION STATEMENT

“To provide a ‘Royal’ experience both on and off our golf courses”

Our Values

Customer focus

We will focus on offering all members and visitors a consistently high level of customer service.

Respect

We will treat all our customers, suppliers, business associates and each other with dignity and respect. We will be entirely honest in everything we do and say.

Consistency

We will be uniform and consistent in dealing with our customers, in the application of our practices and procedures and in working with each other.

Team work

We will work together as a united team to consistently provide the highest possible levels of service excellence to our customers.

Innovation

We will continuously strive to find innovative and creative ways to reduce costs and increase our efficiency. We will apply ourselves to find ways to improve our cost/value relationship.

Discipline

We will maintain a high standard of discipline on the golf courses, in the Clubhouse and in the workplace to meet our customer needs and expectations.

Flexibility

We will always remain flexible and will adapt to changes in customer requirements with a smile.

Communication

We will communicate effectively and openly with members, visitors, business associates and each other