

Forbes Again Honors The American Club and Kohler Waters Spa with its Prestigious Five-Star Award

For the third consecutive year, Forbes Travel Guide showcases Kohler-owned properties

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The renowned Forbes Travel Guide has announced its 2014 luxury travel ratings and for the third consecutive year both [The American Club](#) and the [Kohler Waters Spa](#) were recognized with its highest accolade, a Five-Star rating. The guide, formerly known as the Mobil Travel Guide, originated the Five-Star system and has been

evaluating the best properties in the hospitality industry since 1958. Its Five-Star rating is internationally recognized among travelers and tastemakers as a mark of true excellence.



The American Club-Kohler WI

"Our Star Ratings recognize the finest hotels, restaurants and spas in the world. These ratings serve as guideposts for consumers seeking exceptional travel experiences, and our primary mission is to serve the consumer," said Michael Cascone, President of Forbes Travel Guide. "We're proud to be associated with the new additions to our global list."

Properties which receive the coveted Five-Star ranking are an exclusive group. The American Club is one of only 97 Five-Star hotels in the world, and Kohler Waters Spa is among 41 Five-Star spas. To determine the annual ratings, Forbes sends out "professional incognito inspectors and editors" who travel the globe "in search of the world's best hotels, restaurants and spas." According to Forbes' explanation of its rating system, a Five-Star hotel provides "a memorable experience through virtually flawless service and the finest of amenities." A Five Star spa is one which will "wow you with extraordinary design and facilities, and uncompromising service."

"The Forbes Five-Star designation is one of the hospitality industry's highest accolades," said Michael Belot, General Manager of Destination Kohler. "They have exceptionally rigorous standards and are especially focused on service. Forbes contributors have frequently noted our outstanding, knowledgeable staff and how genuinely friendly and helpful every interaction with them has been."

The Forbes ratings also gave high marks to The American Club resort's well-known Immigrant

Restaurant, which received its esteemed Four-Star ranking. The guide describes a Four-Star restaurant as one which features “creative, complex foods and emphasize various culinary techniques,” and has a “highly trained dining room staff” which “provides refined personal service.”

Kohler Co., most notable for its artistic and innovative kitchen and plumbing products, has a rich history of creating high-end products and experiences. Since forming the Hospitality & Real Estate Group in 1981, Kohler Co. has continued the tradition of offering the most luxurious and personalized experiences at both Kohler-owned properties in Wisconsin and St Andrews. Both properties, known for their high-level customer service and impeccable attention to detail, are recognized internationally for their championship golf courses. The American Club resort is home to public courses [Whistling Straits and Blackwolf Run](#), which have collectively hosted the 1998 and 2012 U.S. Women’s Open, 2004 and 2010 PGA Championships, 2007 U.S. Senior Open and are the future locations for the 2015 PGA Championship and 2020 Ryder Cup.

The Old Course Hotel, Golf Resort & Spa overlooks the world’s most famous golf course, The Old Course, and also offers golf at the only heathland course in the area – The Duke’s. The resort has served as host hotel for both the 2010 Open Championship and the annual Alfred Dunhill Links Championship. In addition, these two resorts offer unparalleled experiences at Kohler Waters Spas, highly acclaimed for their innovative water-based therapies.

For reservations, please call 800-344-2838 or visit www.AmericanClub.com for more information. Stay up to date on news and happenings on Facebook facebook.com/americanclub and on Twitter, www.twitter.com/theamericanclub.

About Kohler Co. Hospitality & Real Estate Group

The Kohler Co. Hospitality & Real Estate profile includes The American Club, boasting the first and only Forbes Five-Star hotel property in Wisconsin, and world-renowned championship golf courses Whistling Straits and Blackwolf Run. Acquired in 2004, its sister property, The Old Course Hotel, Golf Resort & Spa in the birthplace of golf, St Andrews, Scotland, is a AA Five Red Star property and recognized as one of the most luxurious resorts in the world.

About The American Club resort

The American Club resort, a 2014 Forbes Five-Star Recipient and the Midwest’s only AAA Five-Diamond resort-hotel was named #3 Golf Resort in North America, by Golf Digest Magazine. The resort is one of only 44 hotels in North America with both the Forbes Five-Star and AAA Five-Diamond distinction. Kohler Waters Spa in Kohler, Wisconsin is the first and only Forbes Five-Star spa in Wisconsin and one of 41 spas worldwide to hold this distinction.

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