

JENAFCTS

## GOLF HOLIDAYS 2007-2008



### THE RAVEN AT VERRADO SCOTTSDALE, ARIZONA

Located just west of Phoenix, an easy 45 minutes drive along Highway 10, the Raven at Verrado is another great example of a new desert golf course which perfectly fits its environment.

This is one of those courses which provides a terrific variety of design and yet no hole appears artificial in any way. Measuring up to 7258 yards, 73.8 rating and a slope of 132, there are plenty of tees for all abilities—but make no mistake, this is a competition standard golf course.

As an example, one of our favourite holes, the par 4, 477 yard 8th allows you to drive over, or around, a huge rock cliff on the left hand side of the fairway. As a right hander, if you hit a block or a cut, your tee ball will disappear into a huge arroyo, some 25 feet below the fairway, filled with desert scrub and cactus. If you do manage to find the fairway, you are left with a long approach to a difficult green. Par here is a great score.

Sports Illustrated rated this course as the best in the Phoenix area, and although this is a somewhat objective view, the service levels are outstanding, the course is excellent and the staff are some of the friendliest anywhere in Arizona.

More than a symbol, the Raven is a commitment to provide discerning players with extraordinary golf experiences — Golf experiences unique to their environments with superior course conditioning and exemplary guest service.

To achieve Raven status, a golf facility must be memorable, playable, challenging and pleasing to the player. The golf club staff must provide a consistent level of exceptional service throughout the operation and the golf course must maintain itself in superior "tournament ready" condition each day. Additionally, to retain Raven status, each Raven golf course must pass a comprehensive annual 136-point inspection, which evaluates every aspect of the golf operation. Such meticulous attention to detail is the only way to ensure a consistent level of excellence and quality throughout the network of Raven branded golf courses.

As a result of this dedication to the principles of the Raven brand, Raven Golf Clubs have become some of the most highly acclaimed daily-fee golf courses in the world.



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