

PRESS RELEASE

Leading Courses founder launches ReputAI

Leading Courses helped golfers find the right golf course. ReputAI helps golf clubs become the best version of themselves.

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*Nearly twenty years after founding Leading Courses, entrepreneur **Jeroen Korving** has launched his next venture for the golf industry. While Leading Courses helped millions of golfers discover golf courses around the world through the experiences of fellow golfers, ReputAI helps golf clubs use those same experiences to continuously improve the way they operate and serve their members and guests.*

Following a successful beta programme involving fifteen golf clubs across Europe, ReputAI officially launched on 1 July.

According to Korving, ReputAI is the natural continuation of the mission that began with Leading Courses.

"When we founded Leading Courses, our goal was to help golfers discover great golf courses through the experiences of other golfers. That made not only the well-known venues more visible, but also countless hidden gems that deserved to be discovered. With ReputAI, we're simply looking at the same feedback from the other side. We help golf clubs understand what golfers are really experiencing and turn that knowledge into meaningful improvements. Ultimately, Leading Courses and ReputAI share the same mission: creating better golf experiences."

From reviews to Reputation Intelligence

Every golf club receives valuable feedback through Google, Tripadvisor, Leading Courses, Top100GolfCourses and, increasingly, through internal survey platforms such as Players1st, Smartpanel and 59Club.

While each source contains valuable information, they are typically reviewed in isolation. As a result, important patterns, recurring issues and long-term opportunities for improvement often remain hidden. Managers spend hours reading individual reviews but rarely gain a complete understanding of what members and guests are collectively telling them.

ReputAI brings all of these feedback sources together in one platform.

Using artificial intelligence, the platform analyses thousands of reviews and survey responses, identifies trends, benchmarks performance against comparable golf clubs and

translates customer feedback into clear management insights and prioritised action plans for the coming quarter.

The platform doesn't just show **how** a club is performing. It explains **why** it is performing that way and identifies **which improvements are likely to have the greatest impact**.

Korving calls this **Reputation Intelligence**.

"Reviews are no longer just a tool to help golfers choose where to play. Hidden within thousands of comments is an enormous amount of management information. The challenge isn't that clubs receive too little feedback, but that they receive too much to process manually. ReputAI turns all that information into clear priorities, allowing managers to focus on the improvements that matter most."

Developed together with the industry

ReputAI was developed in close collaboration with the golf industry. During its beta programme, fifteen golf clubs across Europe helped shape the platform through continuous feedback. In total, more than 17.000 reviews were analysed during the beta.

One of the most important outcomes of the beta was the integration of internal survey platforms such as Players1st, Smartpanel and 59Club, allowing public reviews and private customer surveys to be analysed together for the first time within a single platform.

Among the first customers are **Club de Golf Alcanada** in Mallorca and **Aphrodite Hills Resort** in Cyprus.

Miguel Girbes, Director of Golf & Sports at Aphrodite Hills Resort:

"Managing our reputation across Google, Leading Courses, Tripadvisor and Top100GolfCourses used to mean checking multiple platforms separately. ReputAI brings everything together in one place and highlights the trends that really matter. For a resort like Aphrodite Hills, where guest experience directly influences bookings, those insights are genuinely valuable."

Kristoff Both, Director of Golf at Club de Golf Alcanada:

"ReputAI provides us with a comprehensive overview of guest feedback across all major platforms, from our own customer surveys to Leading Courses, Google and Tripadvisor. It allows us to monitor guest satisfaction efficiently, respond quickly and consistently, and save valuable administrative time."

A stronger reputation creates a stronger golf business

According to Korving, reputation is rapidly becoming one of the most valuable strategic assets for golf clubs.

"Golf clubs that continuously improve the experience they deliver build stronger reputations. That leads to happier golfers, more repeat visits, stronger word-of-mouth recommendations and healthier businesses. As search engines, AI assistants and booking platforms increasingly rely on reputation signals, clubs with a strong online reputation will also become more visible to future golfers. That creates more revenue, more opportunities to invest in the course and facilities, and ultimately a better golf experience for everyone."

ReputAI has been developed specifically for commercial golf clubs, golf resorts and private member clubs that want to make customer feedback a structural part of their decision-making process.

In addition to AI-powered analysis of reviews and surveys, the platform offers benchmarking against comparable clubs, reputation KPIs, trend analysis and practical quarterly action plans that help management teams focus on continuous improvement.

To celebrate the official launch, new customers signing up during 2026 receive a **20% introductory discount** on Pro and Elite subscriptions.

More information is available at www.reputai.nl.

About ReputAI

ReputAI brings **Reputation Intelligence** to the golf industry. By combining online reviews, internal surveys and AI-powered analysis, the platform enables golf clubs to better understand the experiences of members and guests, benchmark their performance and continuously improve through data-driven decision making.

Media Contact

Jeroen Korving
Founder, ReputAI

Website: www.reputai.nl