

THE REPUTATION FILES

Mallorca, 2026

19 golf courses you can play, on one island



Your Google score *isn't your real score.*

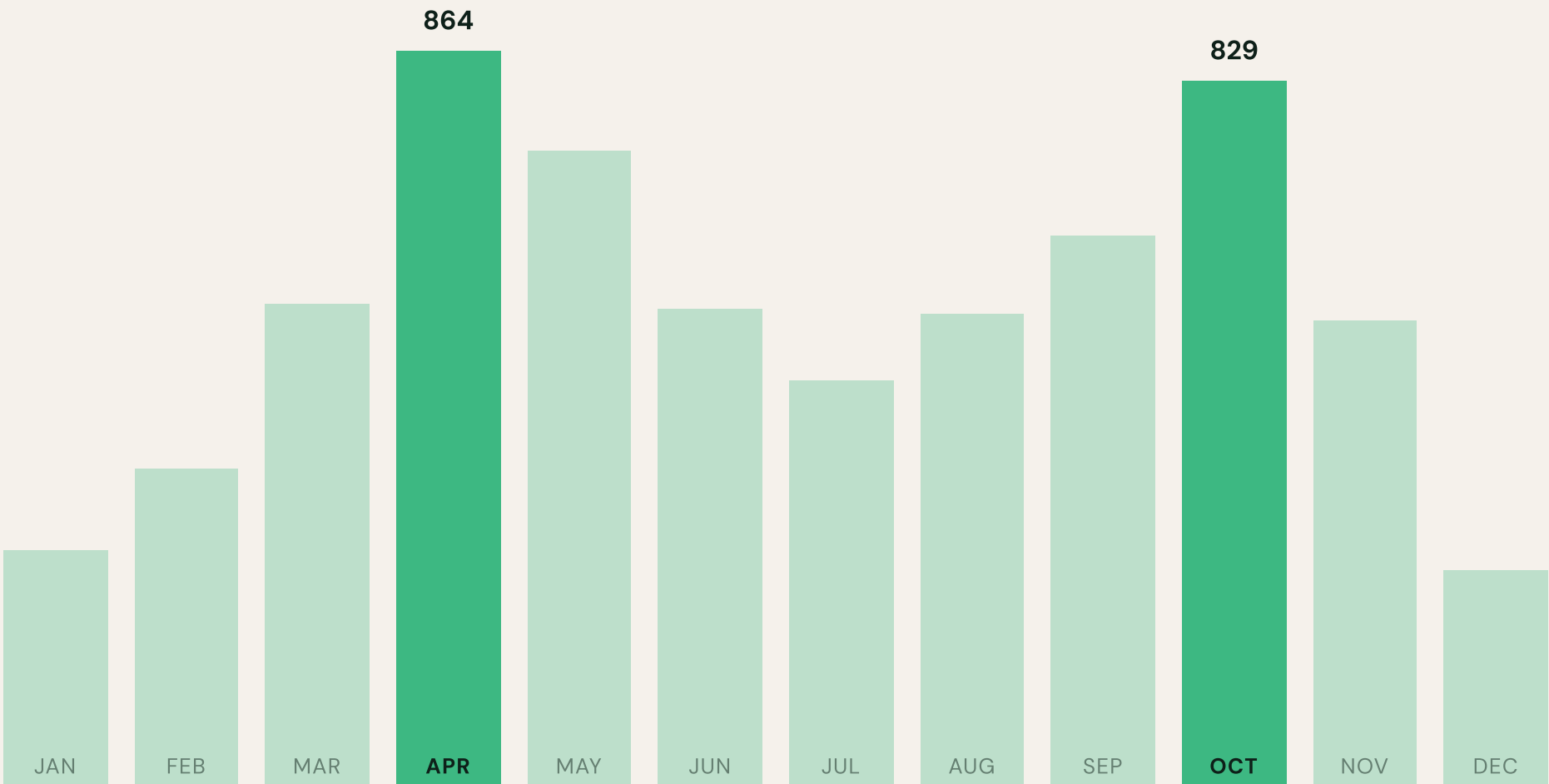
Google and Leading Courses rate the same 19 courses — and land 0.74 points apart, because one platform takes one tap and the other asks you to explain yourself.

● REALITY CHECK · SEASONALITY



Golf's own high season is *April and October*

Reviews per month, all years combined



46%

of all reviews land in April, May, September and October — four months carry nearly half the year.

Jul–Aug

The beach peak is golf's mid-table. Your course is busiest when the island is not.

Dec–Feb

Winter is the real trough — the quietest three months of the year.

● Based on when reviews were posted, not on tee-time data. We assume most golfers review shortly after playing — a reasonable proxy, not a measured one.

● REALITY CHECK · PLATFORMS

⌘ Two platforms, *two different measurements*

GOOGLE

8.74

regional average · 3,343 reviews

LEADING COURSES

8.00

regional average · 2,757 reviews

65.2% of Google reviews carry any text, against 100% on Leading Courses. On Leading Courses you score the club and the course separately, write at least 50 characters explaining why, and can add up to seven more ratings — maintenance, facilities, value, and others. On Google, one tap and you're done.

GOOGLE · HOW YOU RATE



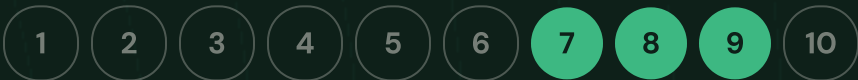
67.3%

of all reviews are five of five

ONE TAP, DONE

Two thirds of every Google review sits in the top box. With most courses parked on the same rating, the scale stops separating one from another — and a small dip in an already crowded ceiling looks worse than it is.

LEADING COURSES · HOW YOU RATE



6.5%

of all reviews are a perfect ten

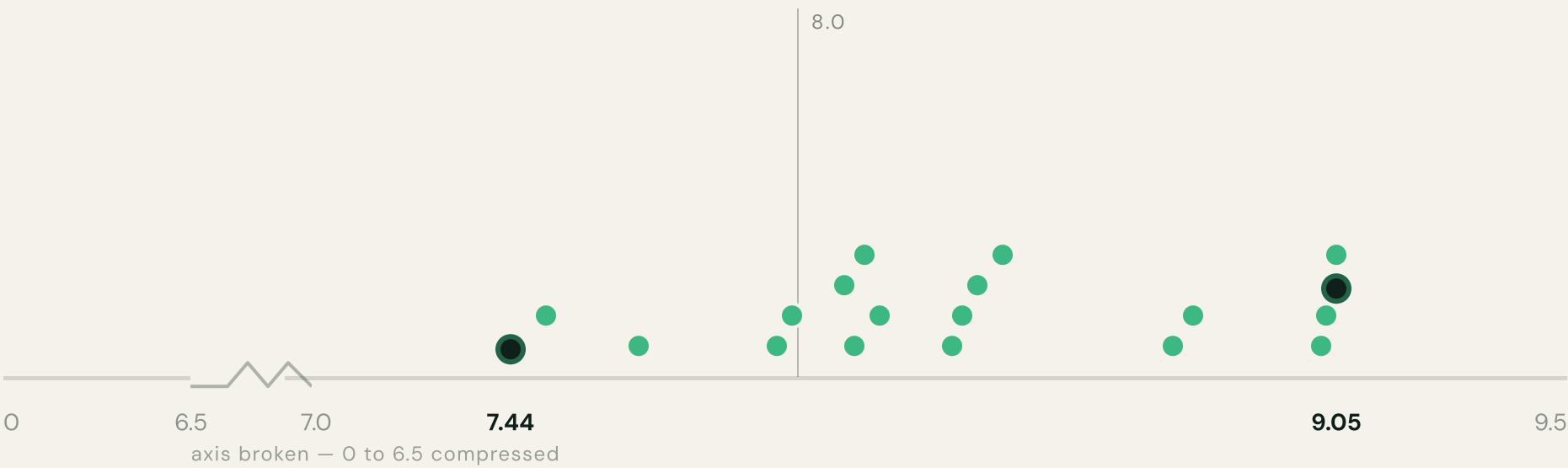
TEN NUMBERS, MOST REVIEWERS LAND IN THE MIDDLE

Barely one review in fifteen awards a perfect ten. The bulk clusters at 7 to 9, so the same course lands lower here than on Google — not because guests liked it less, but because the scale asks them to weigh it.

● REALITY CHECK · SCORE SPREAD

🚩 *1.61 points* between 19 courses

Between the lowest and highest average across the region — a gradual spread, not two outliers.



Each dot is one course's average rating. No names, no ranking — the point is the distance.

14 of 19

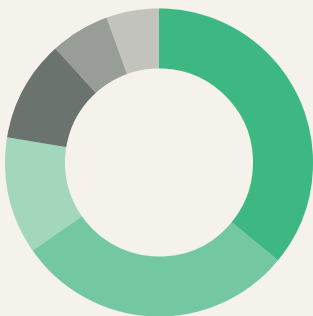
courses (73.7%) average between 8.0 and 9.05. That band is the regional norm.

26.3%

sit below 8.0 — a quarter of the island is measurably behind the pack.

🌐 REVIEW LANGUAGES

Share of reviews with a detected language



- 35.9% German
- 29.3% English
- 12.3% Swedish

- Dutch 10.6%
- French 6.2%
- other 5.7%

● REALITY CHECK · REVIEW VOLUME

↺ **Some courses collect *seven times more reviews* than others**

Google reviews per course, last 12 months



Each dot is one course. Shaded band: the middle half of the region.
Based on Google, the platform with the most volume in this region.

30 – 80

reviews a year for half the courses on the island. That is the working range.

7X

between the lowest- and highest-volume course — 17 against 115 reviews in twelve months.

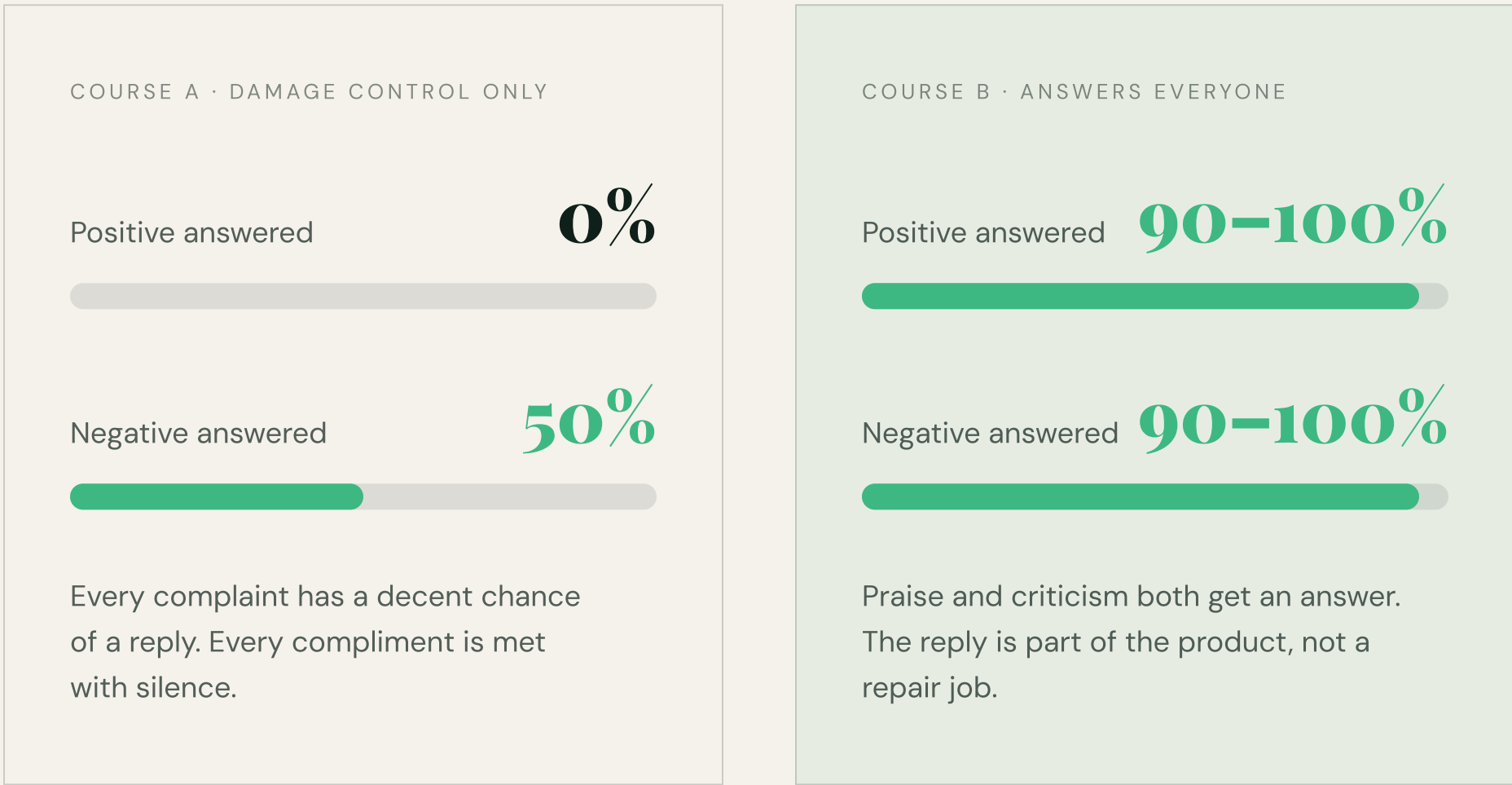
65

reviews per course is the regional average — a figure almost no single course actually sits on.

● REALITY CHECK · RESPONSES

 Replying is *a policy, not a habit*

Two anonymised courses from the same region, same season, same platform — and opposite decisions about who gets an answer.



Most courses on Mallorca sit somewhere between these two. The regional average hides the choice — and the choice is visible to every guest reading the page.

Zoom out from two courses to the region: destination-style resort courses answer **66.7%** of reviews on average. Member-focused courses answer **24.0%**. Both figures are region-wide averages across multiple courses, never a single club.

● REALITY CHECK · LANGUAGE

🌐 **Same course, different language,**
not quite the same score

Reviews written in different languages don't just read differently, they often arrive through different platforms, and the platforms themselves don't measure the same way. That pattern alone explains part of the spread across languages.

7.57 **7.72** **7.91**
DANISH SWEDISH DUTCH

Almost entirely through Leading Courses

VS

8.42
SPANISH

Mostly through Google

But not all of it. French and Italian reviews arrive through nearly the same mix of platforms, yet the two languages still land almost two thirds of a point apart — a gap platform alone can't explain.

8.13
FRENCH

0.65
POINT GAP

8.78
ITALIAN

Both languages arrive through nearly the same mix of platforms.

Languages under 30 reviews regionwide are pooled, not shown individually. Every figure above is checked against a single course dominating the group before publication.

● HOW THIS REPORT WAS BUILT

6,688 reviews. *19 courses.*

Every course measured on Google and Leading Courses, the two platforms with regionwide coverage.

Every course-level figure in this report is anonymised by design — no course is named, ranked, or identifiable from the numbers shown.

Every group figure is checked twice before it's shown: is the group large enough to mean anything — fewer than three courses, and we don't publish it — and is it carried by a single course? If one course accounts for more than 40% of a group's reviews, we withhold the blended figure and show only the per-course average instead. A group average should describe a group, not one course wearing the group's colours.

Where a platform records zero replies across the entire region, we treat that as a property of the platform or the data sync, not of the courses, and we exclude it from every response-rate figure rather than count it as silence.

This is the first edition of a recurring series. Later editions will be able to show trends over time as more full-coverage history accumulates.

Feedback scattered *everywhere.* Clarity *in one place.*

reputai.nl

This is the first edition of The Reputation Files — a recurring series of regional reputation reports for the golf industry.