



How Many Strokes
Create a better golf experience

PRESS AND MEDIA

How Many Strokes Press Kit 2026

Connected golf-club communication, player information and digital operations.



Digital Information Board at Camiral Golf & Wellness, Spain. Press material current as of July 2026.

Media enquiries

Tonny Gottlieb, CEO | +45 40 50 40 56 | info@howmanystrokes.com

Golf information that follows the player

How Many Strokes helps golf clubs and resorts keep players informed in the clubhouse, on the course and on their phones.

30+ countries with How Many Strokes solutions	63 Net Promoter Score	9.1/10 customer-service rating	1% of sales supports GEO Foundation
---	---	--	---

Short company description

How Many Strokes is a Copenhagen-based golf-technology company that connects clubhouse screens, branded apps and staff tools so clubs can publish accurate, useful information across the player journey.

Approved company boilerplate

How Many Strokes develops digital communication and operational tools for golf clubs and resorts. The platform brings live course information, World Handicap System conversion and allowance tools, club content, member services and rental workflows to Digital Information Boards, QR-accessible club apps, branded Members Apps and staff management tools. Clubs update information centrally and publish it where players need it. How Many Strokes solutions are used in more than 30 countries. The company partners with Sustainable Golf and supports the GEO Foundation for Sustainable Golf through one percent of sales.

Selected venue examples

Whistling Straits, Camiral Golf & Wellness, Emirates Golf Club, Hillside Golf Club, Royal Dublin Golf Club, Costa Navarino, The Scandinavian and venues across Europe, North America, Africa, Asia and the Middle East.

Editorial note: venue examples indicate publicly referenced users of How Many Strokes solutions. Product configurations vary by venue.

Individual products. One connected information flow.

The Digital HCP Conversion Table is a shared capability inside the Board and app experiences, not a separate press-kit product pack.

Clubhouse Communication Digital Information Board Course updates, club information, weather, news, sponsor content and HCP tools on portrait or landscape screens.	Connected Guest Journey White-Label Club App QR access to current course information, HCP conversion, allowances and club services before and during a round.
Premium Member Experience Members App A fully branded iPhone and Android experience for news, events, benefits, bookings, payments and golf tools.	Digital Operations Course Update, Management and Rental tools Staff workflows for publishing information and managing equipment-rental records.

Complete platform story

A club can start with one player-facing channel or connect several. Staff publish through the Management System and Course Update App; the same approved information can then appear on clubhouse screens, in the White-Label Club App and in the Members App. The Online Rental Manager adds a separate operational workflow for equipment and activity rentals.

Shared HCP capability

Players enter a Handicap Index and see the relevant course handicap across available tees. The same experience can include playing-handicap allowance calculations for supported match formats and can be accessed on the Board, in the apps, by QR code or through a website embed.

Digital Information Board

A modern, branded clubhouse information point that gives players what they need before they step onto the first tee.

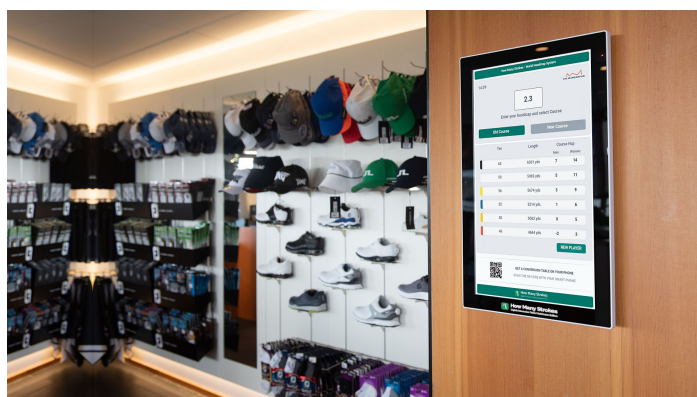


Interactive Digital Information Board at Hirsala Golf, Finland.

The Board replaces static notices and printed conversion tables with live course information, club content and interactive golf tools.

- Daily course status, pin positions, greens speed, buggy rules and pace-of-play information
- Digital HCP Conversion Table and handicap-allowance calculations
- News, local rules, dress code, events, weather, maps, videos and live web content
- Sponsor, certification and award visibility
- Portrait, landscape, touch and non-touch screen configurations
- Central updates and advance scheduling through the Management System

Works with: White-Label Club App, Members App, Course Update App and Management System.



Digital HCP Conversion Table displayed on a 21-inch screen at The Scandinavian, Denmark.

White-Label Club App

A club-branded web app that puts live course information and golf tools in players' hands without adding friction to the visit.



QR-accessible White-Label Club App on the course and in the clubhouse.

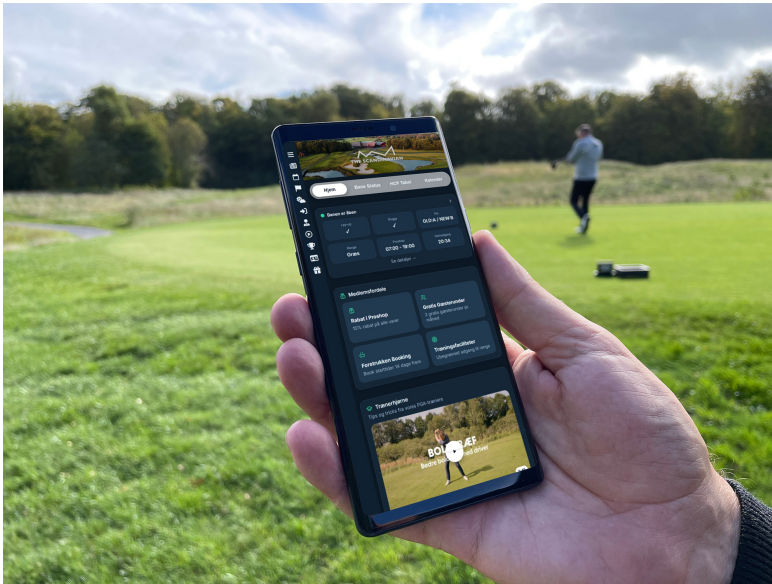
Players scan a club QR code to open a branded mobile experience with course conditions, HCP conversion and allowance tools, news and practical club information. The app can be installed on a phone but also works as a web experience for visitors.

- Club logo, colours, content and navigation
- QR access from scorecards, signage, course guides, screens and websites
- Live course updates synchronized with player-facing screens
- HCP conversion, match-format allowances and weather
- Club information, links, PDFs, video and other web content
- Optional marketing sign-up with player consent

Works with: Digital Information Board, Course Update App and Management System.

Members App for clubs and resorts

A fully branded iPhone and Android app designed to become a useful part of club life, not simply a digital brochure.



Branded Members App on the course, with configurable member notifications.



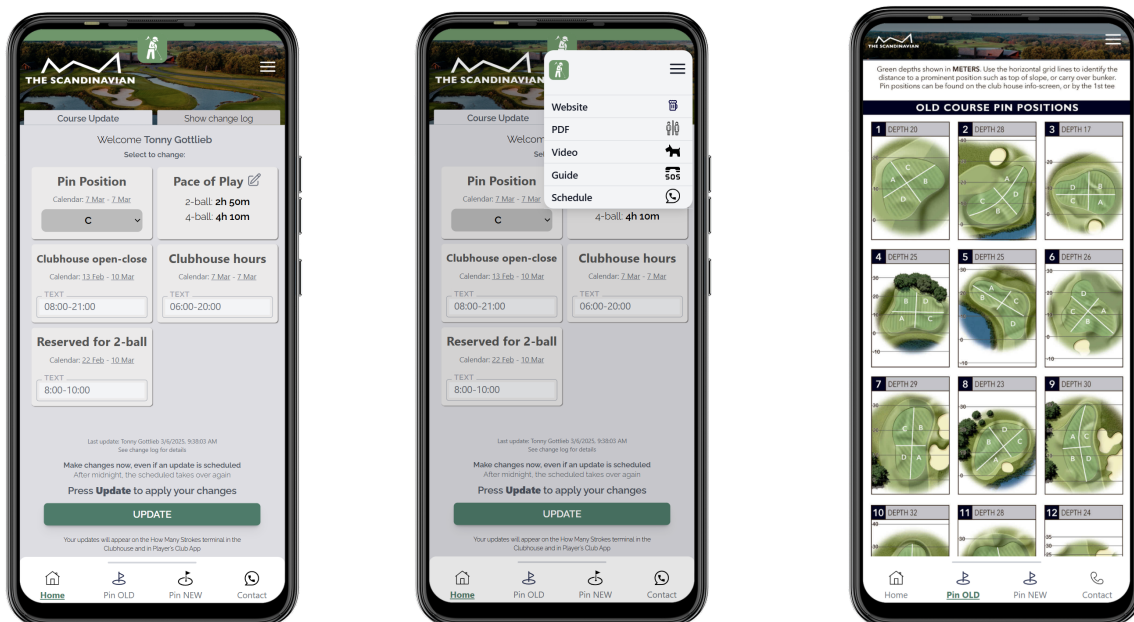
The Members App brings communication, golf tools and member services into one club-controlled experience. It is available through the Apple App Store and Google Play with the club's identity.

- News, events, member benefits and targeted push notifications
- Live course updates, pin positions, weather and HCP tools
- Connections to booking, payments, activities and club services
- Multiple languages with AI-supported writing and translation
- Multiple venues, event apps and distinct branded experiences
- Privacy-conscious analytics and engagement insight

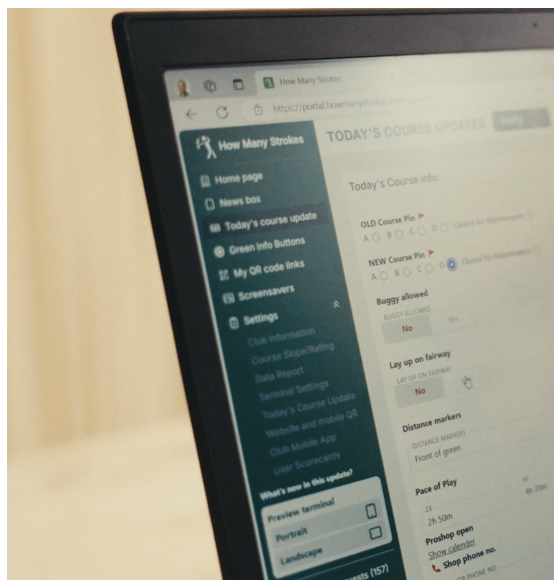
Works with: Digital Information Board, White-Label visitor experience, Course Update App and Management System.

Course Update App and Management System

Two staff-facing tools keep player information accurate without making communication a full-time task.



Course Update App: operational updates, quick links and pin-position information.



How Many Strokes Management System.

Course Update App

A mobile workflow for greenkeepers and club staff to update pin positions, greens speed, today's course, pace of play, opening information and other daily conditions. Changes can be logged and published to connected player channels.

Management System

The central publishing environment for club information, media, settings and scheduled content. It supports consistent communication across screen and app experiences and provides previews before information goes live.

Combined value: Fast operational updates from the course, structured content management from the office, and one current version of information for players.

Online Rental Manager

A digital workflow for equipment rentals, disclaimers and handovers that replaces paper forms with a traceable overview for players and staff.



Online Rental Manager in use at Forest of Arden Marriott Hotel & Country Club, England.

Players open the rental form by QR code or link, submit the required details and receive confirmation. Clubs can also share the form before arrival. Staff review cases on phone, tablet or computer and manage each handover from one current list.

- Buggy, trolley, club, simulator, event and other equipment workflows
- Digital acceptance and confirmation by phone or email
- Status changes, staff comments and escalation
- Photo documentation for equipment damage
- Configurable privacy terms and data-retention settings
- Optional marketing consent captured separately

Privacy note: each club configures its terms and retention period. The solution supports GDPR-conscious workflows; clubs remain responsible for their own legal basis, notices and operating procedures.

Approved context, sustainability and contact

Use this wording and the accompanying approved assets when covering How Many Strokes.



Sustainable Golf partnership

How Many Strokes partners with Sustainable Golf and supports the GEO Foundation for Sustainable Golf through one percent of sales. Its digital tools can reduce reliance on printed handicap tables, noticeboards and rental paperwork while helping clubs communicate sustainability information to players.

Image and logo use

The images in the online press library are approved for editorial coverage of How Many Strokes and its products. Preserve product and venue captions, do not alter customer branding, and credit How Many Strokes unless another credit is supplied.

Media contact

Tonny Gottlieb

CEO, How Many Strokes

+45 40 50 40 56

info@howmanystrokes.com

www.howmanystrokes.com/press/

Golfers using the How Many Strokes Members App on the course.

How Many Strokes ApS | Larslejsstraede 1 | DK-1451 Copenhagen K | +45 72 39 10 00 | info@howmanystrokes.com