

## Pickleball Value Proposition

My solution: Make owners and guests happy.

My company helps resorts increase their asset value and revenue while enhancing guest, employee and ownership satisfaction through the introduction and creation of pickleball programs at their properties.

The market opportunity in Asia/Micronesia/Indonesia is ripe.

Here is my top ten list:

- Fastest Growing sport in America
- Resorts love American guests with money
- Thai and Asian people love racquet sports
- It takes up much less space than tennis
- The games are shorter and faster than tennis
- The whole family can play together
- It is easy to learn and lots of fun
- Resorts are looking for the next, money-making amenity
- Tennis participation is dwindling
- Tennis courts are easy to convert

I graduated with honors in the master's degree program in hotel management from the #1 ranked school in the USA. I wrote my professional paper on Pickleball at Resorts. The conclusion led to the development of this business. You can download my paper from my website.

Converting one tennis court to 4 pickleball courts will provide a 96:2 usage ratio in one hour. That is 48:1 or 48 times greater potential use in one hour!

<https://danbman.com/resort-revenue-consulting>

Contact me schedule a free revenue consultation.

Warmly,

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