



Superlative Pickleball Travel and Resort Services

We built a 360-degree, end-to-end solution for pickleball travel.

We connect destinations with travelers and provide our travelers with Superlative Trips.

We have exclusive access to 12,000+ group members who are interested in pickleball travel.

For travelers, we host pickleball trips, vacations, and getaways in fun, social, and group settings.

We offer three different types of trips:

1. **VIP Experiences at tournaments**, events, and destinations.
 - a. Our Superlative VIP Pickleball Experience offers hotel accommodations, unique player and event access, private parties, product demonstrations, and exclusive perks at specific events.
2. **Discounted travel at all-inclusive resorts** that have earned a Superlative Pickleball Certification of Excellence.
 - a. Our discounted travel business model is simple: we use our buying power to secure discounted rooms at Superlative Certified Resorts. Then, we pass along the savings to our group travelers. We guarantee that everyone on our trips will pay one low fee and will get plenty of opportunities to play as much pickleball as they desire with other pickleball lovers on quality courts.
 - b. In summary: Guaranteed best prices, guaranteed fun pickleball players, and guaranteed quality courts, nets, and equipment.
3. **Bespoke Travel**. Customized, individualized, unique trips for specialized groups. These groups may include BLTGQ, families, friends, luxury, weddings, special programming, intensive experiences, and more. These trips are curated by our travel experts.

What is a Superlative Pickleball Certified Pickleball Program?

Resorts and Clubs must meet our high minimum standards to create a superlative experience.

Superlative Pickleball Resort/Club Certification Program Overview

A program based on the [PADI 5 Star Resort Program](#) for properties to earn a Superlative Pickleball Program Certification of Excellence by meeting certain standards listed below.

To earn the Certificate of Excellence, the program will be required to have:

- PPR/IPTPA certified instructor(s)
- Current USA Pickleball members or Superlative Pickleball VIP Members.
- Superlative Pickleball approved materials for players and staff.
- Superlative Pickleball branding with banners posted at the court location.
- Superlative Pickleball code of conduct for all players and staff
- Pickleball Central or preferred retail partnership with equipment for sale at Pro Shop

Superlative Pickleball approved program with minimum standards for certification:

- Durable, approved nets
- Permanent lines
- Dedicated courts (not with tennis lines)
- Quality, approved demo equipment - paddles and balls
- Introductory lessons daily
- USA Pickleball applications are available and prominently displayed
- Hydration station
- Restrooms
- Shaded viewing area
- Organized events – Round Robins, demo days, clinics
- Uniformed staff with name badge
- Professional greetings and welcome
- Pod system for organized play
- An Online court reservation system (optional)
- Community outreach program (optional)

Results:

- Provides people traveling to play pickleball with confidence in the property that they have an approved, certified program with minimum standards.
- Consistency of excellence of pickleball experience.
- Certified properties will be able to advertise their level of excellence.
- Superior brand alignment between reputable, established brands.
- Retain the culture of pickleball as a fun, inclusive environment
- Exclusive sales environment for a retail partner
- Enhanced relationship with the target audience at retail and playing locations.
- Shared and enhanced database of new players for all partners

Implementation:

- Agree on requirements to earn Superlative Pickleball Program Certification of Excellence (see separate application).
- Agree to host site inspection by a Superlative Pickleball representative.
- Agree on the fee paid for Superlative Pickleball certification/signage/equipment/program management.
- Agree on an implementation plan for the property to earn a Superlative Pickleball Program Certificate of Excellence.
- Set dates and deliverables plan.

Superlative Pickleball Program Development

We provide properties with comprehensive pickleball services to help them earn Superlative Pickleball Program Certification of Excellence. We create new revenue and enhance their asset value while increasing owner/guest satisfaction through our unique, integrated, turnkey management services.

For Clubs/Resorts we help:

- Maximize your asset value.
- Enhance net operating income.
- Increase your market share and differentiate yourself from your competitors.
- Enhance guest/client satisfaction.
- Increase return visitation.
- Sell more group travel/units/memberships.
- Sell more F&B, equipment/lessons/merchandise.
- Effectively reach and engage your target audience of active travelers with available time, disposable income, and who like to have fun.

Process: We meet with prospective clients (properties who want to develop or improve their pickleball programs) and identify their objectives through a complimentary, *needs analysis interview*. Then, based on the needs analysis, we provide a comprehensive plan for the property.

Our services include: Superlative Pickleball Program Certification of Excellence determination, everything needed to earn certification, court conversion, equipment, comprehensive, integrated program management, program launch, suggested plan with marketing, communication, staffing, tournaments, pro-shop development, merchandising, and sourcing.

Contact: Dan Beeman - 818.983.5700 – dan@danbman.com