



## FOR IMMEDIATE RELEASE

### Superlative Pickleball: Connecting the Dots in the Pickleball Travel Ecosystem

**Palm Desert, CA – September 2, 2024** – Superlative Pickleball, the world's leading provider of pickleball travel and resort services, is more than just a business - it's a mission-driven organization dedicated to serving the entire pickleball community. Superlative Pickleball is strategically positioned at the intersection of three booming industries: pickleball, travel, and technology.

**Mission Statement:** To effectively serve our stakeholders by leveraging our knowledge and assets to help them reach their objectives.

#### Serving Our Diverse Audiences:

- **Players:** Superlative Pickleball recognizes the boom in recreational pickleball players seeking group travel and social play. It offers the world's largest pickleball travel club, unique group trips for clubs, a pickleball academy, and media channels, including *Pickleball Travel Magazine*, to connect and cater to this vibrant community.
- **Resorts:** Superlative Pickleball helps resorts tap into the lucrative market of pickleball-playing travelers by offering consulting, certification, and promotional services. From site inspections and court conversions to program development and marketing, Superlative Pickleball empowers resorts to become premier pickleball destinations.
- **Clubs:** With a database of over 2,000 pickleball clubs, Superlative Pickleball helps clubs enhance their membership value and generate new revenue streams by offering curated pickleball trips and promoting clubs through *Pickleball Travel Magazine*.
- **Partners:** Superlative Pickleball provides unique engagement opportunities through its media, trips, events, and academies for best-in-class partners, including equipment manufacturers, wholesalers, travel agencies, and club management software providers.

#### The Superlative Team:

- Superlative Pickleball is actively building a passionate team of pickleball enthusiasts and industry experts. The company's resort consultants are conducting site inspections and certifying resorts, and the search is on for leadership and investment, including a CEO, to further fuel the company's growth.

## **Our Services: A New Marketplace**

Superlative Pickleball is an end-to-end service provider, creating a new marketplace for B2B and B2C interactions. The travel club, academy, certification program, and pickleball club group trips are all designed to drive revenue for resort clients and deliver exceptional value to all stakeholders.

### **Value Propositions:**

- **For Resorts:** Guaranteed revenue increase of \$100,000 in the first year or \$1,000,000 within five years for certified resorts.
- **For Clubs:** New, fun trips for members to enhance their club membership value, member retention, and revenue.
- **For Travel Club Members:** Free membership, free magazine subscription, and exclusive discounts on travel.

Dan Beeman, Founder of Superlative Pickleball Travel and Resort services, stated "We are more than just a travel company, we are building a community and an ecosystem to foster the growth of pickleball while providing unparalleled value to all involved."

## **Superlative Pickleball Travel and Resort Services**

Superlative Pickleball Travel and Resort Services is the leading provider of comprehensive travel and resort solutions for the pickleball community. Our innovative platform disrupts pickleball travel by connecting players, resorts, clubs, and partners in a seamless marketplace. We leverage our expertise and assets to deliver exceptional value to all stakeholders.

## **Superlative Pickleball Travel Club**

The Superlative Pickleball Travel Club is the world's largest pickleball travel community, offering free membership, a complimentary *Pickleball Travel Magazine* subscription, and exclusive discounts on pickleball-focused travel packages.

## **Pickleball Travel Magazine**

*Pickleball Travel Magazine* is the premier publication for pickleball enthusiasts who love to explore the world. As the official magazine of the Superlative Pickleball Travel Club, we provide comprehensive coverage of the best pickleball destinations, resorts, events, and gear.

**For further information, please contact:** Daniel Beeman, Founder Superlative Pickleball Travel and Resort Services [dan@superlativepickleball.net](mailto:dan@superlativepickleball.net) 818.983.5700

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