



Superlative Pickleball Travel and Resort Services
5.31.24

Executive Summary

About us: [Superlative Pickleball Travel and Resort Services](#) is a comprehensive travel and resort services business and end-to-end service provider for pickleball players, travelers, clubs, and resorts.

Problem:

1. **Most resorts don't understand** the potential value of adding pickleball as an amenity or how to build and run a quality pickleball program that will provide an effective ROI.
2. **Most pickleball players don't know** how to find and book vacations at resorts with quality pickleball courts or programs where they can meet and play with others.

Solution:

1. We address the problems by connecting certified resorts and pickleball players.
2. We help players find and book trips to certified resorts.
3. We help resorts build quality pickleball programs and bring them players.

Implementation:

1. We offer site inspections with SWOT analysis for resorts to help them identify if they want to develop an effective pickleball program that will increase sales.
2. We certify resorts that meet our criteria and then guarantee a 10:1 return on investment for our clients who want to increase asset value, revenue, and guest experience.

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

- For players: To enhance their pickleball travel choices, deals, and experiences.
- For resorts: To enhance their asset value, revenue, and guest experience.
- For clubs: To add value to their membership and better serve their members.
- For our partners: To effectively reach their target audience.

Our Audiences

Players: Pickleball participation is booming because it is easy to learn, fun to play, and accessible for all. 95+% of pickleball players are recreational, live in the USA, and are not interested in playing in tournaments but are interested in group travel and playing with friends at a similar level.

We effectively serve and monetize these consumers via the world's largest pickleball travel club, our unique group trips for pickleball clubs, our pickleball academy, and media channels, including the only magazine in the world dedicated to pickleball travel that boasts a database of 165,000+ pickleball players.

Resorts: Most resorts target the highly coveted demographic of American recreational players who are 50+, have disposable income, free time, and desire to take group trips with friends to places that offer quality play on dedicated certified pickleball courts.

Most resorts do not know how to effectively reach this targeted audience or have dedicated pickleball courts. But most of them do have flat, underutilized spaces ready for conversion to pickleball. We can certify the pickleball program at their resorts, promote it, host our pickleball academy, bring them group trips, and even host an in-house, weekly academy.

Clubs: We have a database of 2,000+ pickleball clubs with an average of 100+ members. Most clubs do not offer curated pickleball trips for their members as an amenity or a new revenue stream for their owners/managers. We will profile a club and its manager in each issue of Pickleball Travel Magazine and bring them on group trips to our certified resort clients.

Partners: We offer unique engagement opportunities through our media, trips, events, and academies for best-in-class partners to effectively reach their target audience.

Our Services:

Nobody is doing what we are doing or how we are doing it. We created our travel club, academy, certification program, and pickleball club group trips to serve our stakeholders. We guarantee that any resort we certify will increase its revenue by \$100,000 in the first year or \$1,000,000 within five years.

Existing interconnected business units:

Pickleball Travel and Resort Services – Comprehensive business with B to B and B to C value.

Pickleball Travel News Magazine/Pod – A communication/promotional platform for all units.

Pickleball Travel Club – Global membership and largest in the world. Paid membership in 2025.

Pickleball Trips and Club Group Trips – To all-inclusive, certified resorts beginning in 2024.

Pickleball Resort Certification Services – We provide a certification fee for approved resorts.

Pickleball Resort Consulting Services – We help resorts meet specific minimum standards.

Branded Pickleball Academy at Certified Resorts – Weekly itinerary with instruction and play.

Pickleball Festivals – We create pickleball festivals with tourism bureaus and resorts.

We only host festivals and academies and bring group trips to certified resorts.

Existing Environmental Analysis:

- There are an estimated 30 – 50 million pickleball players in the USA.
- [Pickleball growth continues to skyrocket in America.](#) And [growing globally.](#)
- [97% of pickleball players do not play in tournaments.](#)
- [99% of pickleball players do not watch it on TV or live streaming.](#)
- [Most amateur players are unhappy with the existing tournament experience.](#)
- [People who play pickleball strongly desire courts when they go on vacation.](#)
- An unexploited opportunity in the pickleball world is the amateur space, which caters to recreational players who want to have fun playing a sport they love on vacation.
- No other travel agency or trip provider certifies the quality of the pickleball program, courts, or equipment or gets better pricing and perks for their guests.
- Our end-to-end solution provides unique value for all stakeholders.

We offer a unique value proposition because we integrate our interconnected business units, taking a holistic perspective to serve our players, travel club members, partners, and resorts. Each business unit supports and is supported by the other units. They are interdependent.

I conceived of this business in graduate school five years ago while getting a master's in hotel administration and concurrently became addicted to pickleball. I wrote my Professional Paper on The [Implications of Pickleball for Resorts.](#)

My research took me to many resorts and clubs in several countries. The study's conclusions were the impetus for this business.

- The demographics of pickleball players aligned with the resorts' target audience.
- People want to try new, fun activities with their families while on vacation.
- Tennis courts at resorts were often underutilized, not driving revenue or group trips.

The rationale is further analyzed and self-evident as outlined in this document.

Accomplishment Timeline:

- **October 2022:** We began building Facebook groups connecting travelers with destinations. We now have 5+ groups with 20,000+ followers
- **February 2023:** We started writing a strategic plan for five interconnected businesses.
- **May 2023:** We did a soft launch of our Pickleball Travel Club in BETA phase.
- **May – December 2023:** We have been researching, developing, and refining our strategic plan, developing our websites, social media, and brands, projecting revenues, and developing databases, members, followers, fans, and partnerships. Much more.
- **December 2023:** We did a deep, internal SWOT of our business (see below)

- **January 2024:** We hosted our first group trip to Club Med Ixtapa
- **February 2024:** Building a leadership team and securing investments
 - Hire and train resort certification consultants and club trip sales contractors.
- **March 2024:** We earned the endorsement of the Caribbean Pickleball Federation and the Pickleball Federation of America.
- **April/May 2024:** We began our tour of Caribbean resorts to do site inspections and certifications of resorts that meet our standards. We have met with Four Seasons – Nevis and Anguilla, Park Hyatt – St. Kitts, Secrets – Saint Martine, And Aurora Resort – Anguilla, Westin Punta Cana, Barcelo Occidental with many more to follow.
 - Client pipeline of resorts for certification includes:
 - [Certificate of Excellence program and pre-certified 20+ resorts.](#)
 - <https://roomongo.com/topic/hotels-with-pickleball-courts>
 - [Announced the launch of Superlative Pickleball Academy at Certified Resorts](#)
- **June 2024:** We will publish Pickleball Travel Magazine to communicate with our audience and support our business entities
 - As shown below, we are doing a profile on a trip, club, resort, partner, and more in Pickleball Travel Magazine.
 - It will go to nearly 200,000 pickleball players, clubs, ambassadors, and instructors.
 - Here is an example of a DRAFT of [Pickleball Travel News Magazine](#)

Among our successes in less than one year:

- We created the most robust, integrated pickleball travel and resort services business.
- We conceived, created, and built the world's largest free pickleball travel club.
- We conceived and created a [Certificate of Excellence program and pre-certified 20+ resorts in our beta program.](#)
- We built databases of 165,000+ players, 10,000+ resorts, 2,130 ambassadors, and 2,000+ pickleball clubs.
- We did 10+ resort site inspections with [complimentary SWOT analysis.](#)
- We developed [10+ strategic partnerships with leading brands.](#)
- We secured discounts and commissions by promoting [10+ trips](#) for other trip planners.
- We hosted a hugely successful group trip to Club Med Ixtapa.
- We conceived of an International Pickleball Festival and Academies at certified resorts.