



Executive Summary

Consumers: Pickleball participation is booming. 95+% of pickleball players are recreational. 90+% live in the USA and are not interested in tournaments. We represent the opportunity to access and monetize that audience via our travel club, trips, and media channels.

Resorts: Most resorts target the highly coveted demographic of American recreational players who are 50+, have disposable income, and desire to take group trips with friends to places that offer quality play on dedicated approved pickleball courts. Most resorts do not have dedicated pickleball courts but have flat, underutilized spaces ready for conversion. We help convert spaces. We certify resorts that meet our specific standards. Then we bring group trips to them.

Clubs: There are 2,000+ pickleball Clubs in the USA. Most pickleball clubs do not offer curated pickleball trips for their members as an amenity or realize a new revenue stream for their owners/managers. We bring pickleball clubs on group trips to certified resorts.

About us: [Superlative Pickleball Travel and Resort Services](#) is an end-to-end provider for pickleball travelers, clubs, and resorts. It is the most comprehensive pickleball and travel company globally. Through our media outlets, platforms, and Pickleball Travel Magazine, we connect amateur pickleball players with travel discounts and trips for individuals and groups.

Existing business units:

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

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

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

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

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

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

We only bring and/or promote trips to certified resorts. No certification = No promotion.