



Superlative Pickleball Travel and Resort Services 8.24.24

Executive Summary

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

Problem:

1. **Most real estate owners and 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 properties with quality pickleball courts or programs where they can meet and play with others.

Solution:

1. We connect certified properties, 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 complimentary 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 and engage 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 do not play 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 build quality courts, develop a pickleball program or effectively reach this targeted audience. But most of them do have flat, underutilized spaces ready for conversion to pickleball. We help them by doing site inspections, creating a plan, convert spaces to our standards, certify the pickleball program, promote it, host our group trips, and even host an in-house, weekly academy or pickleball festivals.

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 Team: We are hiring many different positions for people passionate about pickleball and travel. Our resort consultants are actively doing site inspections and certifying resorts. We are actively [searching for leadership and investment to include a CEO](#).

Our Services:

Nobody is doing what we are doing or how we are doing it. We are an end-to-end service provider for B to B and B to C. We created our travel club, academy, certification program, and pickleball club group trips to serve our stakeholders.

Value Proposition for Resorts:

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.

Value Proposition for Clubs:

New, fun trips for members to enhance their club membership value, member retention and revenue.

Value Proposition for our Travel Club members:

Free membership, free magazine subscription and exclusive discounts on travel.

Existing interconnected business units:

Pickleball Travel and Resort Services – Comprehensive, integrated business.

Pickleball Travel 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 group trips, festivals and academies at 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, pickleball clubs, resorts and estates. Each business unit supports and is supported by the other units. They are interdependent.

Inspiration

I conceived of this business in graduate school six 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 for our business is further analyzed and self-evident as outlined in this document.

When I learned to play pickleball in 2018, I immediately saw the organic intersection between pickleball, travel, and fun. My research on pickleball and tourism during graduate school gave me keen insights and a telescope into the future of pickleball.

Player growth would explode because it is social, fun, and easy to learn and play.

- Because resorts needed to reinvent themselves after the COVID-19 pandemic to enhance the guest experience and asset value and drive more revenue, they would need to begin offering it.
- Because the demographics of players lined up perfectly with the target audience of resorts, the future was evident. I needed to pull it together by effectively connecting the sellers and buyers – the resorts with the consumers.

Resorts lacked the foresight to build pickleball courts properly or invest in converting spaces to dedicated pickleball courts. Despite the apparent demand, the resorts that did begin to offer it did not do it correctly.

While slowly changing, there exists a glaring lack of quality pickleball experiences at resorts. Contrast this with a significant and growing demand by players for courts on vacation. Resorts need to deliver minimum standards to prove that they offer acceptable pickleball experiences.

I saw many underused tennis and basketball courts. I imagined the opportunity for resorts to convert some of those spaces to offer fun alternatives for guests to maximize the efficiency of use and asset value by providing pickleball activities.

Fortunately, I was also a scuba instructor many years ago. I saw how they (PADI) created a Five Star Resort Certification to provide travelers with the comfort that the places they would be going would offer specific minimum safety standards and regulations.

I saw the chance to replicate that scuba certification model for pickleball by helping resorts optimize the experience to satisfy existing guests and attract new ones passionate about pickleball. So, I created the Certificate of Excellence program for resorts to help them provide a superlative experience that they could market to potential guests and groups.

Concurrently, I saw pickleball players not getting many quality group travel experiences. At first, they seemed happy to get any set up with taped lines, tennis nets or temporary nets, and cheap balls and paddles.

As pickleball exploded over the past five years, so did the demand by players for better experiences and equipment. I saw how to connect the demand with the potential supply.

Therein lies the business opportunity:

- **Smart resorts would enhance their experience and promote themselves to groups.**
 - *Thus, we created a Certificate of Excellence program and Resort Services to help meet specific standards to become more attractive to potential guests.*
- **Smart pickleball players would get together as a group and demand better resort playing conditions when they travel.**
 - *Thus, we created the Superlative Pickleball Travel Club for our Travel Services business unit.*

Thus, we built Superlative Pickleball Travel and Resort Services – The one-stop solution for pickleball and travel.

[About Me, Dan Beeman:](#)

I am available for speaking engagements for all audiences about how pickleball changes lives.

Do you want to learn how to monetize pickleball through travel?

[Daniel Beeman](#) is available as a presenter, podcast guest, panelist, or keynote speaker because he offers a unique, academic perspective on the explosive global growth of pickleball over the past 5 years – especially as it relates to travel.

He has recently been a panelist regarding pickleball travel and monetizing pickleball at several conferences and podcasts including: <https://www.nationalpickleballexpo.com/> and <https://www.picklecon.com/>

His podcast and other media appearances can be found here: <https://superlativepickleball.net/>

He is a dynamic, articulate, fact-filled speaker who engages audiences.

About Beeman:

- He founded the #1 pickleball travel and resort services agency
- He wrote the definitive research paper on pickleball travel
- He has written an award-winning screenplay called Superlative Pickleballs!
- He is the publisher of Pickleball Travel Magazine
- He built and owns the largest pickleball travel club in the world
- He is known as The Pickleball Evangelist
- He is a published author of several books

Here is what he said about why he adds value and content.

“After I retired from working for 20+ years developing successful sports partnerships, I got hooked on playing pickleball during graduate school.

There, I wrote the definitive research paper on the *implications of pickleball for the hospitality industry* while earning my master's degree at UNLV in 2019. You can download it [here](#).

The research found that most resorts did not understand that the demographics of pickleball players represent an appealing target audience: Active, upscale, adult Americans with free time and money.

Further, they did not know how to build proper courts or deliver quality pickleball programming. Therefore, they were not able to cater to these desirable guests or deliver added value as an amenity at their resorts.

These conclusions were why we developed Superlative Pickleball Travel and Resort Services.

We wanted to fix the problems and monetize the inefficiency.

Here's how:

For resorts, we offer consulting services and a Certificate of Excellence if they meet our minimum standards. Resorts must earn our certification if they want us to promote them.

On the consumer-side, we built and own the largest pickleball travel club in the world and Pickleball Travel Magazine to serve our members and promote resorts and trips.

The club is free. It offers exclusive travel discounts and a complimentary pickleball travel magazine for our members.

In each issue, we profile resorts, trips, players, coaches, and trip leaders.

We welcome all content submissions and do not discriminate against anyone.

Here's a link to our June/July issue:

<https://superlativepickleball.net/pickleball-travel-mag>

In addition to writing my research paper and articles in pickleball travel magazine, I have recently written three books and a movie script.

The screenplay is an award-winning buddy comedy script called Superlative Pickleballs! I'm hoping to get it financed soon.

In it, the sport of pickleball offers redemption for two, broke, ex-tennis champs.

Read more here about the script:

<https://danbman.com/pickleballs-movies>

Bottom line: We are creative and love sharing information about the value pickleball brings to life. We are experts at doing partnerships with other leading brands and are always open to exploring collaborative opportunities.

We own eight different, pickleball-related assets. We are focused on partnering, scaling and monetizing them.

Widely regarded as the pickleball evangelist, scholar, and USA Pickleball ambassador, he has been profiled in Pickleball Magazine, Inpickleball Media, and several podcasts.

- [Case studies](#) and [testimonials](#) are available, and by connecting with me on [LinkedIn](#)

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/July 2024:** We published [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.
- Continued traveling throughout Europe promoting pickleball.
- **August 2024:**
 - We spoke on three panels at www.picklecon.com
 - Continued hiring resort consultants for certification
 - Added more trips to our website
 - Began interviewing candidates for CEO position

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 20+ 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.

Our strengths are:

- We offer unique, integrated services in a sport exploding with popularity.
- We have a massive database of pickleball players representing a target resort audience.
- We have the largest pickleball travel club in the world.
- We publish Pickleball Travel Magazine.
- We promote group and individual travel with exclusive discounts to resorts.
- We can help resorts with comprehensive turnkey marketing and operation services.
- We built a new, scalable website: <https://pickleballtravelnews.com/>
- [We will offer a unique, fun academy at some of our certified resorts](#)

Part of our travel services monetization plan is to promote and host many different types of trips at certified, mostly all-inclusive resorts.

Our Certificate of Excellence program is patterned after [PADI Resort Certification](#). It is the most unique and needed program for *resorts to ensure minimum standards are provided for guests.*

Connecting the dots between our B to C (travel club and travel services) and B to B (certification and resort consulting) is that *we only promote resorts that earn a certificate of excellence from us. Our promotional vehicle is our website, social media platforms, and Pickleball Travel Magazine.*