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Superlative Pickleball Travel and Resort Services: Born from a Passion for Pickleball and Travel

Palm Desert, CA – September 1, 2024 – Superlative Pickleball, a leading provider of pickleball travel and resort services, is more than just a business; it's the realization of a vision that founder, Dan Beeman, had six years ago while pursuing his master's degree in hotel administration and simultaneously falling in love with the sport of pickleball.

Beeman's professional paper, "The Implications of Pickleball for Resorts," was the catalyst for Superlative Pickleball. His extensive research, spanning multiple resorts and clubs across different countries, unveiled key insights that fueled his entrepreneurial spirit.

Key Findings that Sparked the Vision:

- The demographics of pickleball players perfectly aligned with the target audience of resorts.
- Travelers crave new and exciting activities to enjoy with their families while on vacation.
- Underutilized tennis courts at resorts represented a missed opportunity for revenue generation and group bookings.

The Birth of an Idea

"When I learned to play pickleball in 2018, I immediately saw the natural connection between pickleball, travel, and fun," says Beeman. "My research further confirmed the potential for explosive growth in pickleball, driven by its social nature, accessibility, and sheer enjoyment."

Beeman recognized a unique opportunity:

- Resorts needed to reinvent themselves post-pandemic, and pickleball offered a solution to enhance guest experience, increase asset value, and drive revenue.
- The demographics of pickleball players perfectly matched the target audience of resorts, indicating a clear market fit.
- There was a disconnect between the growing demand for quality pickleball experiences and the limited supply of suitable facilities and programming.

Bridging the Gap

Superlative Pickleball was created to bridge this gap, connecting the demand from players with the potential supply from resorts.

- The Certificate of Excellence program helps resorts develop and maintain high-quality pickleball facilities and programming, making them more attractive to pickleball enthusiasts.
- The Superlative Pickleball Travel Club empowers players to demand better experiences and access exclusive discounts at certified resorts.

The One-Stop Solution

Today, Superlative Pickleball stands as the one-stop solution for pickleball and travel, offering comprehensive services for players, resorts, clubs, and partners. The company's vision, born from a passion for pickleball and a keen understanding of the market, is transforming the pickleball travel landscape.

Superlative Pickleball Travel and Resort Services is the world's leading provider of pickleball travel and resort solutions. The company offers a range of services, including resort certifications, travel club memberships, group trips, and consulting. Superlative Pickleball is committed to promoting the growth of pickleball and providing exceptional travel experiences for players of all levels.

Superlative Resort Services offers end-to-end solutions for resorts looking to capitalize on the pickleball boom. Our services range from court conversion and academy development to program launch, ongoing management, and certification to ensure certified resorts meet the standards that pickleball players deserve.

Superlative Pickleball's Certificate of Excellence is patterned after the [PADI Five-Star Resort Certification](#) program for scuba at resorts, recognizes resorts that meet stringent standards for pickleball facilities, programming, guest experience, and overall quality, ensuring an exceptional experience for pickleball enthusiasts.

Superlative Pickleball Travel Services is the premier provider of curated pickleball travel experiences for recreational players, connecting them with exceptional, certified resorts and destinations worldwide. From customized group trips to all-inclusive getaways, we offer a variety of fun and social options to suit every pickleball enthusiast's needs and desires.

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.

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