

**FOR IMMEDIATE RELEASE**

**Pickleball: The Future of Resort Recreation**

**September 10, 2024** – Pickleball, the fastest-growing sport in the USA for five consecutive years, is set to redefine the resort recreation landscape. Positioned to overtake tennis in popularity by 2030, this accessible and engaging sport presents an unparalleled opportunity for resorts to enhance guest satisfaction, boost revenue, and increase overall asset value.

"Pickleball's popularity perfectly aligns with the demographics resorts are targeting," says Daniel Beeman, founder of Superlative Pickleball Travel and Resort Services and a graduate of UNLV's Graduate Hospitality program. "Its social nature, ease of learning, and proven revenue-generating potential make it a must-have amenity for any competitive resort."

**Key takeaways:**

* **Fastest Growing Sport:** Pickleball has held the title of fastest-growing sport in the USA for five years running.
* **Demographic Alignment:** Pickleball's core audience overlaps perfectly with the desired resort guest demographic.
* **Fun and Inclusive:** The sport's low barrier to entry and focus on fun make it ideal for guests of all ages and abilities.
* **Revenue Booster:** Resorts without pickleball facilities are missing out on significant revenue opportunities.
* **Explosive Growth:** Pickleball's popularity is skyrocketing, representing a massive untapped market.
* **Low Investment, High Reward:** Pickleball courts are relatively inexpensive to build or convert, maximizing potential gains.

**Expert Insights:**

Dan Beemans’ Master's research at UNLV underscored pickleball's undeniable impact on the resort industry. Neglecting this trend, the research concluded, is a missed opportunity for growth and competitiveness.

**About** [Superlative Pickleball Travel and Resort Services](https://superlativepickleball.net/)**:**

Founded by Daniel Beeman, Superlative Pickleball Travel and Resort Services is a leader in the pickleball travel industry. As the owner of the world's largest pickleball travel club and publisher of Pickleball Travel Magazine, the company is uniquely positioned to help resorts capitalize on this booming trend.

**Contact: Daniel Beeman** 818.983.5700 [dan@superlativepickleball.net](mailto:dan@superlativepickleball.net)