

## I'll Admit It, I'm Addicted. And Your Resort Should Be Too.

After 50 years of finding solutions for the hospitality industry, it's rare to see a silver bullet. At Renard International, I've built my career on solving the toughest problems for resorts—underperforming assets, lagging guest scores, and painful off-season slumps.



So, I'll be blunt: I'm addicted to what I believe is the single most powerful solution available to resorts today. I'm addicted to the sound of pickleball.

That *pop-pop-pop* isn't just noise; it's the sound of your problems being solved. It's the sound of new revenue, of guest loyalty being forged in real-time, and of your property's value climbing higher.

For every operator I speak with, the challenges are the same. Here's how pickleball solves them:

- **The Problem: Underutilized spaces and stale amenities.**
  - **The Solution:** A tennis court that sees a few players a day can become four pickleball courts bustling with 16 laughing, engaged guests. This isn't just a refresh; it's a complete revitalization of your recreational footprint and a massive boost your revenue-per-square foot.
- **The Problem: Finding new, reliable revenue streams.**
  - **The Solution:** You're not just adding an activity; you're building a new business vertical. A vibrant program of clinics, lessons, and social events creates a direct revenue stream. More importantly, it fuels the *indirect* spend—the group that stays for lunch, the couple

that books massages, the family that buys merchandise. That's the pickleball ecosystem at work.

- **The Problem: Guest satisfaction scores that have hit a plateau.**
  - **The Solution:** Today's travelers crave community. Pickleball, with its stunning 223.5% growth in participation, delivers that connection. It's a social engine that gets guests of all ages and abilities interacting and creating memories. When a guest makes five new friends at your resort, their loyalty is no longer about points; it's personal.
- **The Problem: Filling rooms during the shoulder seasons.**
  - **The Solution:** Pickleball players are a traveling army. They actively seek destinations for clinics, tournaments, and getaways with their home clubs. By becoming a premier pickleball destination, you give them a powerful reason to book, turning your slowest weeks into your most energetic and profitable.

Of course, this isn't a magic wand. There are legitimate operational questions. Noise must be managed with smart court placement. You need to invest in quality programming, not just empty courts, to bring it to life. But these are manageable logistics, not insurmountable barriers. The upside is simply too significant to ignore.

But I want to move this from a monologue to a real conversation. I want to hear from you—the operators, GMs, and investors on the front lines.

**What are you seeing at your properties? For those who have embraced pickleball, what has been the real-world impact? For those who haven't, what are your biggest questions or hesitations?**

Let's discuss in the comments.

#### **About the Author:**

Dan Beeman is widely recognized as a Pickleball Evangelist and Ambassador. He is the owner and publisher of *Pickleball Travel Magazine*, the official magazine of the Superlative Pickleball Travel Club, which provides destination insights, resort features, and stories tailored for pickleball-loving travelers. A graduate of UNLV's Master of Hospitality program, Dan's final research paper—*The Implications of Pickleball for Resorts*—argued that clubs and resorts without pickleball facilities are missing key opportunities for revenue and growth.

Beyond publishing, Dan is the screenwriter of *Pickleballs! – The Movie*, an award-winning buddy comedy inspired by films like *Blades of Glory* and *Talladega Nights*. He is currently seeking producers and investors for the project. His expertise is frequently featured in publications such as *Pickleball Magazine* and *Inpickleball Media*, where he provides insights on the sport's integration into resort and tourism markets.

Dan's work spans beyond the court—he's a swimmer, diver, educator, speaker, and philosopher, continually blending sport, travel, and storytelling in everything he does.