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WHITE PAPER



Creating Exceptional Pickleball Venue Experiences with Innovative Technology



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Creating Exceptional Pickleball Venue Experiences with Innovative Technology

The rise of "eatertainment" businesses represents a significant shift in the hospitality industry, blending dining, entertainment, and recreational activities to create vibrant, multifaceted destinations. Among the attractions within this space, [pickleball](#) has surged in popularity, drawing diverse crowds and enhancing the appeal of these venues. As these dynamic businesses grow in popularity, they face the challenge of delivering exceptional hospitality without overburdening labor-intensive service models.

To meet these demands, pickleball business operators need to adopt hybrid service models that integrate cutting-edge technology into their operations. These models enable venues to deliver outstanding guest experiences while maintaining efficiency and scalability. Pickleball businesses can streamline service, reduce wait times, and elevate guest satisfaction by incorporating technology like self-pour beverage systems from PourMyBeer alongside mobile ordering and reservation solutions such as [GoTab](#) and [CourtReserve](#), respectively.

This approach creates a cohesive ecosystem, ensuring a smooth and integrated experience for both guests and staff. This guide explores how these interconnected technologies empower pickleball venues to overcome operational challenges and achieve sustainable growth.

**We're Beverage
Agnostic! Diversify
Your Beverage
Options with
PourMyBeer**



Kombucha



Wine



Craft Soda



Beer



Nitro Cold
Brew Coffee



Cocktails

The Evolution of Pickleball Venues

Eatertainment venues combine food, beverages, and entertainment under one roof, creating a dynamic and engaging environment for guests. According to USA Pickleball's recent annual growth report, pickleball has grown by 223.5% over the past four years. Last year [2023], the Association of Pickleball Professionals estimated that 48.3 million adults in the U.S. have played pickleball at least once in the last year, which is almost 19% of the total adult population.



223.5%

Increase in pickleball players nationwide



48.3M

Number of U.S. adults who played pickleball in 2023

This rapid growth presents unique opportunities and challenges for venue operators. With more players flocking to courts and numerous new developments, venues must balance providing excellent service and maintaining operational efficiency. Traditional service models often struggle to keep up with high demand, leading to long wait times, crowded bars, and frustrated customers. Hybrid service models offer a solution, integrating technology to enhance service delivery and improve overall venue management.

The Need for High-Touch Hospitality with Operational Efficiency

In expansive and multifaceted venues, the traditional service model often falls short. High guest volumes, multiple bars, extensive food service, and large event spaces demand a more efficient approach to hospitality. Guests expect quick, seamless service without sacrificing their game time or the personal touch that enhances their overall experience.

To meet these expectations, venues must leverage advanced technology like PourMyBeer's self-pour systems to streamline operations and ensure every guest feels attended to, regardless of the venue's size or the number of guests.



Say Hello To Your Newest Employee.

Learn how Self-Pour Tap Walls from PourMyBeer can drive high-margin revenue, reduce waste and labor costs, and enhance the player experience.

[Request a Quote](#)

Elevating Hospitality at Every Interaction

The Power of Detail

When it comes to guest experiences in eatertainment venues, the difference between good and great lies in the details. Those small, personal touches can make all the difference in attracting and retaining guests. It all starts by asking a simple question: "What can we do better to go the extra mile for our guests?" By answering this question and implementing the identified practices, you can create a truly unique experience for your guests. A practical way to begin is through a straightforward guest journey mapping exercise.

Mapping the Guest Journey in Eatertainment Venues

Guest journey mapping is an exercise that helps you visualize and understand the entire experience from your guests' perspective. This process involves identifying key touchpoints and interactions that guests have with your venue, from the moment they discover your establishment to their post-visit reflections. Here's how you can get started:

1

Identify Touchpoints

List all the potential touchpoints where guests interact with your venue. This includes online interactions (website, social media), pre-visit communications, the arrival experience, activity booking, dining and beverage service, entertainment activities, the overall ambiance, service quality, and follow-up communications.

2

Gather Feedback

Use surveys, reviews, and direct conversations to gather feedback from your guests. Understand what they appreciate and what areas need improvement.

3

Analyze the Journey

Look at each touchpoint from the guest's perspective. Identify any pain points or areas where the experience could be enhanced.

4

Implement Improvements

Based on your analysis, implement small changes that can have a big impact. This could include better signage, more personalized service, streamlined booking and ordering processes, or enhanced communication.

5

Continuously Evaluate

Guest expectations and industry standards evolve, so it's important to continuously evaluate and update your guest journey map.

By focusing on the details and continuously seeking ways to improve, you can transform good guest experiences into great ones. This dedication to excellence not only attracts new guests but also fosters loyalty, turning first-time visitors into regulars and brand advocates.

Considerations for Venue Operators

Data Points to Consider

33% of customers will never return to a brand after one bad experience*

92% of customers will leave your brand after three bad experiences*

Given these statistics, it's clear that providing a seamless and enjoyable guest experience is paramount. Let's address some critical questions on every operator's mind:

— How do we optimize labor efficiency and keep costs manageable? —

— How do we enhance the guest experience? —

— How do we increase revenue while serving guests seamlessly? —

Optimizing Efficiency and Managing Costs

**Self-Pour
Pays for
Itself**

50%
Increased
Sales

45%
Greater
Profits

3%
Waste less
than 3%

-20%
Decreased
Labor Cost

Labor costs are among the most significant expenses for hospitality businesses, often comprising up to 40% of total operating costs. Combined with the industry's traditionally high turnover rates, these expenses can create substantial financial pressure. At venues using PourMyBeer's self-pour technology, labor costs can be reduced significantly up to a **20% decrease in labor expenses on average**. This reduction aligns with a streamlined service model, where guests serve themselves from a self-pour wall or station, cutting down the need for bartenders while enhancing guest autonomy and satisfaction.

[Self-pour systems](#) like PourMyBeer allow businesses to offer a fresh perspective on hospitality by focusing on speed and convenience. A strategic approach to reducing costs without compromising service involves integrating PourMyBeer with mobile ordering and reservation systems such as GoTab and CourtReserve, creating a seamless experience for guests and staff alike. This technology-driven approach ensures that staff can focus on meaningful interactions, building authentic connections with guests, and eliminating wait times.

* Source: [pwc.com](https://www.pwc.com/us/en/industry-accounts/food-and-beverage/articles/experience-is-everything-how-to-get-it-right.aspx) / [Experience is everything: Here's how to get it right](#)

Case Study: Pints & Paddle Streamlines Service & Reduces Labor Costs by Implementing Innovative Technologies

Stats and Results



78-Tap
Self-Pour
Tap Wall



Implementation of Mobile
Ordering & Reservation
System to Streamline Service



8% Reduction
in Labor Costs

Pints & Paddle, a dynamic venue offering a wide range of attractions including a 78-tap [self-pour wall from PourMyBeer](#), 10 state-of-the-art indoor pickleball courts, a scratch kitchen, and versatile event spaces, faced operational challenges during its first year in 2023. Managing food and beverage orders, operational tasks, and guest interactions simultaneously was a significant challenge. The complexity of using separate systems for court reservations, event management, and self-pour operations made daily sales tracking daunting. To streamline operations and gain detailed insights into sales and ordering data, the venue sought a comprehensive solution.

With its expansive layout and diverse gaming options, Pints & Paddle required systems capable of efficiently handling high volumes across various areas while delivering essential features for operational efficiency and insights. This need for efficiency led Pints & Paddle to integrate PourMyBeer's self-pour technology with [GoTab's mobile ordering system](#) and a dedicated court reservation platform from [CourtReserve](#). By embracing these technologies, the venue transformed the guest experience, offering seamless ordering and efficient service at every turn. Early results have been promising, with the integration contributing to an **8% reduction in labor costs** in the restaurant area alone, allowing Pints & Paddle to enjoy enhanced operational efficiency and improved financial performance.

Enhancing the Guest Experience

What are the common pain points associated with guest visits, and how can we make their lives easier? To be a successful venue, there must be harmony between the product and the customer. Your drinks can be great, food can be amazing, and decor can be beautiful, but for guests to return, the experience from pre-arrival, on-site, to post-visit has to be seamless. Here's how to break down the guest journey into three key steps:

Pre-Arrival

Engage guests with personalized communications and exclusive offers before their visit to set the stage for an exceptional experience. Offering early access to event tickets, personalized dining recommendations, or exclusive discounts allows venues to anticipate guest needs and foster loyalty. Creating unique moments before arrival can transform preparations into opportunities for delight. Personalized welcome messages, tailored activity suggestions, or sneak peeks of new attractions can elevate the guest experience, encouraging social media engagement, boosting the venue's visibility, and reinforcing its reputation.

Key Pre-Arrival Engagement Strategies:

Send personalized communications with offers based on previous guest preferences.

Provide exclusive pre-arrival packages or early access to attractions.

Enable seamless pre-ordering of meals, drinks, and services.

Offer a chance to join exclusive VIP clubs or loyalty programs to access special deals or packages.

On-Site

Once guests arrive at your venue, ensuring a seamless and enjoyable experience is crucial. A smooth check-in process sets the tone, allowing guests to quickly begin enjoying their visit without delays. Streamlined mobile ordering and payment transactions with GoTab's mobile ordering solution support this convenience, enabling guests to easily order food and drinks from anywhere in the venue using their mobile devices. This flexibility ensures that hospitality is always at their fingertips.

Guests can effortlessly close out checks from their mobile devices, reducing wait times and enhancing convenience. Features like shared tabs make splitting payments easy and stress-free, allowing groups to focus on fun rather than logistics.

Key On-Site Guest Experience Strategies:

Implement seamless check-in processes to minimize wait times.

Enable mobile ordering and payment options for ultimate convenience.

Allow guests to pour their own beverage faster than ever with QR codes.

Focus on operational efficiency to enhance guest satisfaction.

Increase hospitality touchpoints and surprise-and-delight moments for guests.

By offering convenience without compromise, guests can immerse themselves in the venue's entertainment offerings while you focus on operational efficiency. Mobile ordering and seamless transactions create a relaxed environment where guests can fully enjoy their time without disruptions.

Additionally, with [GoTab and PourMyBeer's integration](#), guests can use the power of their mobile devices to pour their own beverage by scanning a QR code via GoTab's web app—enhancing their visit by streamlining service, reducing wait times, and offering a unique, self-guided beverage experience.

Post-Visit

Maintaining engagement after a guest's visit is crucial for building long-term relationships and encouraging repeat visits. Offering membership options with exclusive benefits can create a sense of value and provide incentives for guests to return. Personalized thank-you messages and tailored follow-ups based on their visit further strengthen their connection to your venue.

Enhancing the post-visit experience can include sharing memorable photos from their visit, offering discounts or special deals for their next trip, and providing vouchers for feedback. These high-level strategies help guests feel appreciated and foster loyalty, ensuring they remain enthusiastic about returning and engaging with your brand.

Key Post-Visit Engagement Strategies:

Offer membership options with exclusive benefits for loyal guests.

Send personalized thank-you messages to show appreciation.

Share photos from their visit to create lasting memories.

Provide discounts or vouchers for their next visit and encourage feedback.

Whether you're opening a new venue or revamping your current operations, it's crucial to evaluate your guest journey, assess your technology and service model, and modernize your processes. If you're ready to transform how you do beverage service, reach out to our team of experts. We're here to help you create the perfect guest experience with self-pour technology and ensure your business thrives.

Interested in Self-Pour for Your Business?

Contact our team of self-pour experts to learn how PourMyBeer can revolutionize your business with higher profits, increased guest satisfaction, and reduced labor costs and waste.

Request a Quote

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