

CASE STUDY



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OVERVIEW

A New Kind of Sports & Entertainment Venue

Located in Porter, Texas, Pickleball Zone is an innovative indoor sports facility designed to cater to the rapidly growing pickleball community. With 10 indoor pickleball courts, an indoor golf simulator, and a spacious bar and lounge area, Pickleball Zone is quickly gaining traction as a destination for both competitive and social players.

Since opening in December, Pickleball Zone has already welcomed over 3,000 unique visitors and established a membership base of 350+ players. Recognizing the need to expand beyond just sports, the owners sought to grow their bar and hospitality services—offering a mixology-focused bar, live music, and a welcoming atmosphere for both players and non-players alike.

COMPANY

The Pickleball Zone

INDUSTRY

Eatertainment

FEATURES

All-in-One POS
Kitchen Display System
Manager App
CourtReserve Integration

PICKLEBALL ZONE

THE SITUATION

Pickleball Zone faced several operational challenges as they expanded. Managing bar service and guest orders efficiently across their large venue was a top priority. They also needed a way to integrate their POS system with CourtReserve, the platform used for scheduling court reservations. Additionally, they wanted to allow members to charge purchases directly to their accounts without hassle. At the same time, they sought to maintain the personalized service that kept guests coming back.

After evaluating options, they chose GoTab for its flexibility, seamless CourtReserve integration, and guest-friendly ordering experience.



Our goal is to provide a top-tier experience for our guests, whether they're here to play or simply enjoy a great cocktail. GoTab gives us the flexibility to grow our bar while keeping operations efficient.

—Ken, Owner

THE SOLUTION

GoTab's versatile POS streamlines operations and enhances ordering and payments. With seamless CourtReserve integration, members can charge purchases to their accounts. It also scales easily—from full-service bars to live events—ensuring smooth service at any size.

With GoTab, Pickleball Zone is evolving into a full-fledged entertainment destination. The scalable technology boosts revenue through bar expansion while enhancing the guest experience with seamless ordering.

As they grow, Pickleball Zone plans to enhance the bar experience, add food truck partnerships, and refine service efficiency. With GoTab, they are well-positioned to scale while maintaining exceptional hospitality.

THE BENEFITS

✓ Seamless Integration for Convenience

With GoTab's integration with CourtReserve, members can effortlessly charge food and beverage purchases to their accounts, streamlining transactions and enhancing their overall experience.

✓ Scalable Technology for Growth

As Pickleball Zone expands, GoTab supports their evolving needs, from a full-service mixology bar to high-volume guest orders during live events, ensuring smooth operations at any scale.

✓ Enhanced Hospitality & Revenue

By implementing GoTab, Pickleball Zone transforms into a premier entertainment destination, increasing revenue through bar expansion while maintaining a seamless, guest-friendly ordering system.



More Than a POS



GoTab is a restaurant commerce platform designed to optimize **experiences and efficiencies**. Unlike **legacy POS systems**, we are the only platform that prioritizes the guest at the center of the experience. We operate in all hospitality spaces from **fast casual and fine dining** to resorts and entertainment venues with all the stops in between.