

# CASE STUDY



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## OVERVIEW

### How Victory Pickleball Connects the Entire Guest Journey

Victory Pickleball in Loves Park, Illinois, is a large-scale eatertainment destination combining 15 indoor courts, a full-service restaurant and bar, event space, and a 30-tap self-pour wall. The vision was simple: create a connected guest experience across every part of the building.

By implementing GoTab alongside CourtReserve and PourMyBeer, Victory Pickleball unified food ordering, payments, and service into one seamless flow. Guests can check in, pour drinks, order food, and move freely without friction. The result is a high-volume venue that operates efficiently while feeling easy and intuitive for both members and first-time visitors.

## COMPANY

Victory Pickleball

## INDUSTRY

Eatertainment / Sports & Hospitality

## FEATURES

- GoTab POS & QR Ordering
- Kitchen Display System (KDS)
- CourtReserve Integration
- PourMyBeer Integration



## THE SITUATION

Victory Pickleball operates a 54,000-square-foot venue serving members, tournament players, and event guests across courts, dining areas, and bar spaces. While CourtReserve and PourMyBeer worked independently, the overall experience felt disconnected. Guests had to navigate multiple systems, and staff faced operational complexity across a large footprint. The team needed a way to unify ordering, payments, and service into one cohesive flow while maintaining speed, clarity, and efficiency during high-volume peak times.



**When someone walks in, it has to feel easy. GoTab helped us bring everything together so guests can move, order, and enjoy the experience without thinking about the technology.**

**—Josh Gowan, Restaurant Manager**

## THE SOLUTION

GoTab became the central platform connecting Victory Pickleball's operations. QR ordering allows guests to browse, order, and pay anywhere in the building, while the KDS routes orders instantly to the kitchen. Integrations with CourtReserve and PourMyBeer create a seamless experience across check-in, self-pour beverages, and food service. The flexible system supports a hybrid model where guests control their experience while staff provide support when needed, reducing friction without sacrificing hospitality.

## THE BENEFITS

- ✓ **Seamless Guest Journey**  
Guests can check in, pour drinks, order food, and pay without switching systems or waiting in lines.
- ✓ **Operational Efficiency at Scale**  
Supports a 54,000-square-foot venue without requiring a traditional, labor-heavy service model.
- ✓ **Faster Service & Accuracy**  
QR ordering and KDS eliminate paper tickets and streamline kitchen workflows during peak times.
- ✓ **Stronger Guest Engagement & Revenue**  
Self-pour and mobile ordering encourage exploration, increase dwell time, and drive higher spend.



## More Than a POS



GoTab is an entertainment 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.