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Places Leisure Padel Tennis Provision

Padel tennis, is a dynamic and fast-growing sport, combining elements of tennis and squash, and offers a unique and engaging experience for players of all ages and skill levels. Investing in padel tennis presents a remarkable opportunity to foster community engagement, promote inclusivity in sports, and tap into a rapidly expanding market. This document outlines the key reasons why Places Leisure are investing in padel tennis.

Padel tennis has seen a surge in popularity globally, particularly in Europe. The sport's exponential growth indicates a strong market demand and an expanding player base. By investing in padel tennis facilities, we can capitalise on this trend and cater to the increasing number of enthusiasts.

In addition, Padel tennis is appealing to a wide demographic due to its accessibility and ease of learning. Unlike traditional tennis, padel tennis is played on a smaller court with walls, making rallies longer and more exciting. This inclusive nature attracts both young and older players, encouraging families to participate together.

Padel tennis is inherently inclusive. The sport's format allows players of varying abilities to compete and enjoy the game. This inclusivity makes it an excellent option for introducing sports to underrepresented groups, promoting diversity, and ensuring everyone has the opportunity to participate in physical activities.

Padel tennis's rising popularity in the UK and established position across Europe and South America, suggests long-term sustainable growth. Early investment ensures we capture a significant share of the market, establish a strong player base, and set the foundation for ongoing success.

The sport's growing popularity, broad appeal, and numerous benefits make it an ideal choice for Places Leisure investment. By developing padel tennis facilities and programs, we not only contribute to the health and well-being of the community but also drive economic growth.

Mark Haslam
Head of Swimming and Sport

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