

The Rise of Pickleball Tourism: An Industry Overview
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Summary:

Pickleball, a sport that's easy to learn and fun to play, has exploded in popularity. This growth has led to a new trend in travel: pickleball tourism. This report looks at this growing industry, defining what it is, exploring its rapid expansion, highlighting popular places to play, describing the people who travel for pickleball, understanding why they do it, examining the economic benefits, and identifying the key organizations involved. Pickleball tourism is still developing, but it has much potential to grow and offer unique travel experiences for people who love the game.

What is Pickleball Tourism?

Pickleball tourism is when people travel specifically to play or learn pickleball. This can include everything from vacations focused on pickleball to trips where playing pickleball is a fun extra activity. This industry includes resorts and hotels with pickleball courts, cruises that offer pickleball, travel companies that plan pickleball trips, and even travel to participate in pickleball tournaments and events. The massive increase in pickleball's popularity is why this type of travel is becoming popular. It's different from regular tourism because the main reason for the trip is the chance to play pickleball. This industry caters to individuals and groups actively seeking travel opportunities that offer pickleball experiences. Daniel Beeman recognized the significant potential of this market and established Superlative Pickleball Travel and Resort Services, a leading company in this field.

The Fast Growth of Pickleball and Its Effect on Travel:

Pickleball has become incredibly popular, consistently being named the fastest-growing sport in the United States for several years. The number of people playing has increased dramatically. For example, one report showed an average growth in participation of 223.5% over three years. By 2023, 13.6 million people were playing pickleball in the U.S., a 65% jump from the year before. This isn't just happening in the U.S.; pickleball is also becoming more popular in other countries like Canada and Australia. In Australia, interest in the sport doubled in 2023, and Canada saw more people playing. This widespread love for pickleball creates a significant demand for travel options catering to players. Some people even choose their vacation spots based on whether they have pickleball courts. The rise of travel companies focusing on pickleball vacations shows how the travel industry responds to this growing trend. The table below shows how the global pickleball market is expected to grow:

Table 1: Global Pickleball Market Growth Projections (USD Billion)

Year	Market Value	Expected Growth (2024-2033)	Projected Value
2023	1.32 - 1.69	-	-
2024	1.61 - 2.2	15.3%	9.1 Billion by 2034
2029	5.45 (Projected)	21.92% (2024-2029)	-
2032	3.52 (Projected)	10.2% (2024-2032)	-
2033	4.4 - 165.6 (Equipment Only) (Projected)	9.6% (Equipment, 2024-2033)	165.6 Billion (Equipment)
2034	9.1 (Projected)	-	-

With so many people taking up pickleball, there's a need for more places to play when they travel. Resorts, hotels, and other travel businesses can attract these players by offering good pickleball facilities. Also, because pickleball is becoming popular worldwide, the travel industry can appeal to international pickleball fans, creating travel opportunities both within countries and internationally. This allows travel companies and resorts to reach more people and make special packages for pickleball players everywhere.

Key Parts of the Pickleball Travel World:

The pickleball travel industry has several important parts that work together to provide complete travel experiences for those who love the sport.

Resorts and Hotels for Pickleball Players: More and more resorts and hotels realize that pickleball is a popular activity and are adding courts to attract guests. Luxury and all-inclusive resorts are especially adding pickleball to what they offer. Big hotel brands like Margaritaville invest a lot in building pickleball facilities at their locations. Some resorts go beyond having courts and create complete pickleball programs with coaches, tournaments, and even unique services for players. For example, The Tryall Club in Jamaica has a dedicated pickleball helper to assist guests with equipment and coaching. Similarly, Sandals and Beach resorts in the Caribbean offer many pickleball options, including daily games, equipment, lessons, and

tournaments. Superlative Resort Services provides complete solutions for resorts wanting to take advantage of the pickleball trend, including help setting up courts and programs. Their Certificate of Excellence recognizes resorts that meet high standards for pickleball. Adding pickleball courts is key for hotels to stand out. As more people want to travel and play pickleball, resorts with good facilities and programs will have an advantage in attracting these travelers. The fact that you can find pickleball courts at different types of resorts, from budget-friendly to very luxurious, shows that pickleball tourism appeals to a wide range of travelers with various budgets.

Pickleball Cruises: The cruise industry has also embraced pickleball, with many cruise lines adding courts to their ships. Major cruise companies like Carnival, Norwegian, Holland America, and others now have pickleball on some vessels. Holland America has even partnered with the Professional Pickleball Association and has pickleball courts on all its ships. Besides courts, some cruise lines offer free lessons for beginners and organize tournaments for passengers. River cruises, like AmaWaterways, have added pickleball courts, allowing people to play while traveling on scenic rivers. Specialized trips, like luxury yacht tours in Croatia and Greece, include a floating pickleball court. The popularity of pickleball on cruises shows that the sport is becoming more mainstream and appeals to many different types of travelers. Since cruises attract a wide variety of people, their investment in pickleball shows that the sport is popular with other age groups and travel preferences. Having pickleball on both large and small cruise ships indicates that this trend is widespread and that many cruise travelers are interested in playing pickleball, no matter where they are going or how they like to travel.

Specialized Pickleball Travel Companies: A significant development in pickleball travel is the emergence of companies that organize trips and vacations specifically for pickleball players. These specialized agencies, such as Pickleball Getaways and Pickleball in Paradise, often create all-inclusive packages, including hotels, meals, and various pickleball activities like coaching and organized games. Some of these trips offer the unique opportunity to learn from professional pickleball players or well-known coaches, which is a big draw for players who want to improve their skills. Superlative Pickleball Travel Services is a leading provider of these specialized travel experiences, offering customized group trips, complete vacation packages, festivals, and training programs. The rise of these specialized travel companies shows that a dedicated group of players are willing to spend money on travel experiences that are mainly about pickleball. The involvement of professional players and coaches in these trips adds extra value, attracting players who are serious about the sport and see their travels as a chance to have fun and improve their game.

Pickleball Retreats and Training Camps: For those who want to combine a vacation with improving their pickleball skills, retreats and training camps are a great option. The

programs are designed to help players get better under the guidance of experienced coaches while also enjoying a relaxing getaway. They are for people of all skill levels, from beginners to advanced players. Some retreats take a complete approach, combining pickleball with wellness activities like yoga and healthy eating. Superlative Pickleball offers the "Academy of Fun™" at resorts, providing expert coaching in a fun and social setting. Pickleball retreats and training camps are a good way for players to focus on improving their game in an enjoyable environment. These programs offer concentrated learning along with the relaxation and social interaction of a vacation, making them very appealing to players who are serious about pickleball. Including wellness activities in some retreats may also indicate a growing trend of combining physical activity with a focus on overall well-being in pickleball tourism.

Tournaments and Events as Reasons to Travel: Pickleball tournaments and events at different levels are a big reason for travel, attracting players and fans from various places and boosting local tourism. These events range from local amateur competitions to major professional championships, bringing in participants and spectators who need hotels, food, and other local services. Resorts are increasingly hosting major pickleball tournaments, like the PPA Tour events, further connecting the sport with travel. Examples include a professional pickleball tournament in the Quad Cities expected to bring \$1.2 million to the local economy and the Quad Cities Pickleball Classic, which has a direct economic impact of over \$153,000. The Minto US Open Pickleball Championship in Naples, FL, generates \$4 million annually. The 2024 Beer City Open in Grand Rapids made \$2.4 million. Superlative Pickleball organizes the Global Pickleball Festival in April at various all-inclusive resorts and the International Pickleball Festival, funded by tourism organizations focusing on recreational play and networking. Pickleball tournaments are a significant reason for travel, attracting dedicated players who travel specifically to compete. Additionally, the economic impact of these tournaments goes beyond just the players, including fans, and the broader local economy through increased spending on various goods and services.

Popular Pickleball Travel Destinations:

The growing pickleball travel industry is seeing several destinations become popular, both in the United States and internationally, that are especially attractive to enthusiasts.

USA: Within the United States, Florida is a top pickleball destination, with places like Naples, often called the "pickleball capital of the world," Delray Beach and St. Pete Beach, drawing many players. Other notable destinations in Florida include Amelia Island and Hilton Head, South Carolina, which offer excellent resort facilities and pickleball programs. California also has several popular spots, such as Indian Wells, La Quinta, and Palm Springs, which are known for their high-quality courts and often hosting major tournaments. With its good weather for year-round play, Arizona features destinations like Surprise, Scottsdale, and Sedona. Utah's St.

George and Oregon's Bend are popular among pickleball travelers, offering excellent playing facilities and beautiful scenery. Myrtle Beach in South Carolina is another excellent East Coast location for players looking for relaxation and competition. Even Napa Valley in California is seeing more pickleball courts at Resorts. The South Atlantic region, including Florida, has the highest number of pickleball players in the U.S.

International: Outside the U.S., the Caribbean, and Mexico are very popular for pickleball travel, offering a combination of tropical relaxation and more and more pickleball facilities at resorts. Europe is also becoming a significant market, with specialized tours to countries like Portugal, Spain, Costa Rica, Ecuador, Antigua, Croatia, Greece, France, and Italy, often combining pickleball with cultural experiences. Even places in Asia, such as Japan, Thailand, and Australia, are seeing increased interest in pickleball tourism. Superlative Pickleball offers travel experiences in the Caribbean and Mexico.

The following table highlights some of the top pickleball travel destinations and their key attractions:

Table 2: Top Pickleball Travel Destinations and Attractions

Region	Destination	Key Pickleball Attractions	Other Tourist Attractions
USA	Naples, Florida	"Pickleball Capital," U.S. Open Championships, many courts	Beaches, luxury accommodations, dining
USA	Hilton Head, SC	Palmetto Dunes Tennis & Pickleball Center, many resorts	Beaches, golf, nature preserves
USA	Indian Wells, CA	Indian Wells Tennis Garden (hosts significant events), luxury resorts	Desert landscapes, spas, shopping
Caribbean	Turks & Caicos	Beaches Resorts (8 dedicated courts),	Pristine beaches, water sports, diving

		other resorts with courts	
Mexico	Riviera Maya	Resorts with dedicated pickleball courts, all-inclusive options	Mayan ruins, cenotes, vibrant nightlife
Europe	Spain (Various Cities)	Specialized pickleball tours with local play, good facilities	Beaches, historical sites, vineyards, cultural experiences
Europe	Italy (Various Regions)	Pickleball tours combining play with cultural and culinary experiences	Ancient ruins, art, regional cuisine, scenic landscapes

Florida and California seem the top states for pickleball travel in the U.S., likely because of their good weather, many pickleball courts, and strong pickleball communities. The Caribbean and Mexico are popular international choices because they are already popular vacation spots and now have more pickleball facilities at resorts. Europe is becoming a significant market, with specialized tours for travelers who want to combine pickleball with cultural experiences.

Understanding the Pickleball Traveler:

To effectively serve the pickleball travel market, knowing who these travelers are, their skill levels, and what they like when they travel is essential. The average age of pickleball players is around 35 years old. The age group with the most players is 25-34 years old. There's also a lot of growth in players under 24. While people used to think of pickleball as mainly for older adults, more people of all ages, including younger generations, are playing. Slightly more men play pickleball than women. The number of people who travel for pickleball is also changing, with more younger individuals and families joining the older couples who were early adopters. Pickleball tourism welcomes players of all skill levels, from beginners to advanced and even professional athletes. Regarding travel, pickleball fans often want a mix of playing and improving their skills with the chance to socialize and explore new places and cultures.

The Superlative Pickleball Travel Club is the world's largest community for pickleball travel, offering free membership and a magazine. Superlative Pickleball also helps pickleball clubs organize their group trips.

Table 3: Pickleball Player Demographics

Demographic	Percentage/Details
Average Age	~35 years
Largest Age Group	25-34 years (2.3 million)
Fastest Growing Segment	Under 24 years (21% annual growth)
Gender Distribution	Male: 60.50%, Female: 39.50%
Tried Pickleball (Past Year)	~50 million Americans

The average age of pickleball players is getting younger, which means that the market for pickleball travel is expanding to include younger people with different travel preferences. While older adults were among the first to embrace pickleball, the increasing popularity among younger generations suggests that travel companies should consider this group's interests and travel styles, perhaps including more adventurous or experience-based activities along with pickleball. Also, because pickleball is a very social sport, offering group travel options and opportunities for travelers to connect with other players is essential when creating travel packages and experiences.

Motivations Behind Pickleball Tourism:

People travel for pickleball for several reasons: The social aspect of pickleball is a big draw, and travel provides many chances to meet new people and connect with the pickleball community. The sport creates a sense of community, and many travelers are motivated by the opportunity to make new friends who share their love for the game. Improving their skills is also a significant reason why people travel for pickleball. They look for coaching, clinics, and opportunities to play competitively during their trips to improve at Sport. Pickleball tourism uniquely combines the fun of a favorite sport with the enjoyment of a vacation and the chance to see new places. This allows travelers to pursue their athletic interests while relaxing and experiencing different cultures. Pickleball-themed travel also offers unique and memorable vacation experiences centered around a shared passion for the sport. Additionally, the health benefits of pickleball, as a low-impact but engaging physical activity, make it an attractive thing to do while traveling. The various reasons why people engage in pickleball tourism show that

it's a diverse market that travel providers can cater to in many ways. Understanding whether travelers mainly seek social connections, skill improvement, leisure, or a mix will help travel agencies, resorts, and other businesses create more effective offerings and marketing plans. The health and wellness aspect could appeal to specific groups, such as older adults or those seeking active yet gentle vacation activities.

The Economic Impact of Pickleball Tourism:

Pickleball tourism is proving to be a significant contributor to the economies of local communities. Pickleball tournaments and events attract visitors who spend money at local hotels, restaurants, and attractions. Cities that host major pickleball tournaments often see a boost in tourism revenue during these events. For example, a professional pickleball tournament in the Quad Cities is expected to generate \$1.2 million for the local economy. The Minto US Open Pickleball Championship in Naples, FL, brings in \$4 million each year. The 2024 Beer City Open in Grand Rapids generated \$2.4 million. Furthermore, destinations with good pickleball facilities can attract enthusiasts throughout the year, not just during typical tourist seasons, leading to more consistent income. The growth of pickleball tourism also encourages investment in building and improving pickleball courts and facilities, which creates jobs in construction, maintenance, and related areas. The increased number of people visiting pickleball courts and events also helps local businesses like restaurants, hotels, and shops. In some communities, pickleball has helped to revitalize underused public spaces by turning them into active hubs. Pickleball tourism acts as an economic multiplier, generating income for the travel and hospitality industries and related sectors like sports equipment and apparel. The relatively low cost and smaller space needed for pickleball courts compared to other sports facilities make it an appealing investment for communities looking to boost their local economy through sports tourism.

Table 4: Economic Impact Highlights

Location/Event	Economic Impact	Details
Quad Cities Professional Tournament	\$1.2 Million (Projected)	Summer tournament
Quad Cities Pickleball Classic	>\$153,000	Amateur event

Minto US Open (Naples, FL)	\$4 Million Annually	Major professional championship
Beer City Open (Grand Rapids)	\$2.4 Million	SDM's Champions of Economic Impact
Proposed Columbus, GA Facility	\$11.3 Million (Construction), \$1.18 Million (Annual)	Includes tourism impact

Major Players and Organizations Shaping the Industry:

Various key players and organizations are shaping the pickleball travel industry. Many travel agencies and tour operators now specialize in creating pickleball-focused travel experiences, including Pickleball Getaways, Pickleball in Paradise, Dink Destinations, JetSet Pickleball, Shoreline Destinations, VibeGetaways, PLC Sports Travel, and Superlative Pickleball Travel Services. Major resort and hotel chains like Sandals Resorts, Beaches Resorts, Margaritaville, The Tryall Club, Omni Amelia Island Resort, Hyatt Regency Indian Wells Resort & Spa, JW Marriott Desert Ridge Resort & Spa, La Quinta Resort & Club, and many others are increasingly adding pickleball facilities and programs. Cruise lines such as Carnival, Norwegian, Holland America, Regent Seven Seas, Royal Caribbean, Princess, Celebrity, and AmaWaterways have also recognized the growing demand. They are adding pickleball courts to their ships. Several pickleball governing bodies and associations, including USA Pickleball, the Professional Pickleball Association (PPA Tour), the Global Pickleball Federation (GPF), the Association of Pickleball Players (APP), and the International Pickleball Federation (IPF), play a significant role in promoting the sport and organizing events that often drive travel. Veolia has partnered with the PPA Tour to encourage sustainability in the tournament. Superlative Pickleball Travel and Resort Services, founded by Daniel Beeman, offers a wide range of services for players and resorts, including travel packages, resort development, and the "Pickleball Travel Magazine". Many specialized travel companies show a competitive and developing market within pickleball travel. The involvement of major hotel chains and cruise lines highlights how pickleball is becoming a part of mainstream travel and hospitality. The active role of various governing bodies and associations indicates the increasing organization of the sport, which can further encourage the growth of pickleball tourism through official tournaments and partnerships.

Future Trends and Opportunities in Pickleball Travel:

The future of pickleball travel looks promising with several emerging trends and opportunities: There's potential for more sustainable and eco-friendly travel options, with destinations

offering environmentally friendly courts and accommodations. Combining pickleball with cultural festivals, food experiences, and historical tours could offer a more complete travel experience. Technology will likely play a more significant role, with online tools for booking courts, finding playing partners, and even accessing training resources during pickleball trips. The industry may also see more partnerships between travel companies, resorts, pickleball equipment makers, and professional organizations to create better travel experiences. Developing specialized travel packages for specific groups or interests, such as family pickleball vacations, singles meetups focused on pickleball or luxury pickleball retreats, is another area of opportunity. Furthermore, as pickleball continues to gain popularity worldwide, there's a significant chance for pickleball tourism to expand to new and emerging international destinations. The increasing focus on sustainable tourism could lead to developing more environmentally responsible pickleball facilities and travel options. Combining pickleball with cultural experiences can attract travelers interested in a more comprehensive travel experience. Technology will likely become more critical in improving different aspects of pickleball travel, from making it easier to find courts to helping players connect. Superlative Pickleball's innovative offerings, like the Global and International Pickleball Festivals and the Superlative Pickleball Booking Engine, are examples of these future trends.

Conclusion:

The pickleball travel industry is at the intersection of a rapidly growing sport and a well-established global market, creating a unique and dynamic situation. This analysis shows a significant growth in pickleball participation worldwide, directly driving the demand for travel experiences centered around the sport. Key parts of this industry include resorts and hotels catering to pickleball players, specialized pickleball cruises, dedicated travel agencies, tour operators, focused retreats and training camps, and the attraction of pickleball tournaments and events. Popular destinations are emerging within the USA, especially in states like Florida and California, and internationally in regions such as the Caribbean, Mexico, and Europe. Pickleball travelers are a diverse group with a decreasing average age, ranging from beginners to advanced players. They are motivated by social interaction, skill improvement, and the desire to combine their favorite sport with leisure and exploration. The economic impact of pickleball tourism is already felt in local economies through increased spending and infrastructure development. Travel, hospitality, and sports players are shaping this developing market. The future holds exciting trends and opportunities, including a focus on sustainability, the combination of sport with culture, and the use of technology. The pickleball travel industry is set for continued growth, mirroring the overall rise in popularity of the sport. Those involved in the travel industry who understand the motivations and preferences of pickleball travelers will be well-positioned to take advantage of the significant opportunities within this dynamic and increasingly popular market segment.

About us:

Daniel Beeman Identified the substantial, yet largely untapped, potential of the pickleball travel market and founded Superlative Pickleball Travel and Resort Services. His graduate research precisely quantified the significant revenue and asset value gains achievable by resorts that strategically integrate pickleball facilities and programs.

Superlative Pickleball Travel and Resort Services is the leading provider of pickleball travel and resort solutions. The company offers various services to players, resorts, clubs, and partners. Superlative Pickleball is committed to serving all stakeholders, promoting the growth of pickleball, and providing exceptional pickleball travel experiences.

Superlative Resort Services offers end-to-end solutions for resorts looking to capitalize on the pickleball boom. Our services range from site inspections, certifications, court conversion, staffing, program launch, ongoing management, partnership development, marketing and sales, and pro shop development to include equipment, merchandise, signage, and more to ensure certified resorts meet minimum standards so they can gain new, repeat business from pickleball.

Superlative Pickleball's Certificate of Excellence is patterned after the [PADI Five-Star Resort Certification](#) program for scuba at resorts. It recognizes resorts that meet our standards for pickleball programming, guest experience, and quality, ensuring an exceptional pickleball experience to enhance asset value, increase revenue, and improve guest satisfaction.

Superlative Pickleball Travel Services is the premier provider of curated pickleball travel experiences for recreational players, connecting them with exceptional, certified resorts and destinations worldwide. From customized group trips to all-inclusive getaways, we offer various trips, festivals, and academies to suit every pickleball enthusiast's needs and desires.

Global Pickleball Festival: Players choose from several all-inclusive resort locations for the entire Global Pickleball Month each April. This remarkable sales promotion festival offers beginner-friendly, socially oriented, unlimited open play with plenty of opportunities to relax and socialize with fellow pickleball enthusiasts. It can piggyback on our academy of fun.

International Pickleball Festival: Escape to paradise at the International Pickleball Festival! Taking place in late 2025 or early 2026 on a beautiful island destination, this festival is funded by the tourism bureau. It promises a vibrant atmosphere with social events, recreational play, and a focus on fun for beginner and recreational players. Enhance your skills with camps and clinics, compete in a tournament, or attend the pickleball business conference to network with industry leaders.

The Superlative Pickleball Academy of Fun™: offers resort guests an unparalleled opportunity to experience the joy of pickleball, the fastest-growing sport in America. Our certified instructors provide expert coaching in a fun, engaging, and social atmosphere. Enjoy daily sessions, exciting games, and the camaraderie of fellow players, all while surrounded by the beauty of a world-class resort. The academy is a turn-key, revenue-sharing program that enhances the resort experience and drives significant incremental revenue for our partners."

Superlative Pickleball Club Group Trips is a business unit dedicated to facilitating private group trips for pickleball clubs that want to hold members-only group trips at certified resorts. We customize the trips according to the clubs'/groups' desires.

The Superlative Pickleball Travel Club is the world's largest pickleball travel community, offering free membership, a complimentary *Pickleball Travel Magazine* subscription, and exclusive discounts and /or perks on pickleball-focused travel packages.

Pickleball Travel Magazine is the premier publication for pickleball enthusiasts who love to travel and play pickleball. It is the official magazine of the Superlative Pickleball Travel Club. Each issue is filled with pickleball travel information, trips, and trip providers with links to book directly. It also features a certified resort, trip, club, and player or coach.

Superlative Pickleball Booking Engine is a white-label product that lives organically on our website. We offer direct booking and discount travel to more than 100,000 resorts worldwide.

[Superlative Pickleball Website](#) is a dynamic, interactive, consumer-centric resource that is disrupting pickleball travel by using technology, relationships, and services to create a new consumer marketplace that connects buyers, sellers, and service providers.