

# Demographic of a Pickleball Player

**Sports & Fitness Industry Association (SFIA)** 2022 Pickleball Participant Report, they reported pickleball currently has 4.8 million players in the US. This 14.8% growth from 2020 to 2021 follows on the heels of 21.3% growth the previous year and contributes to a 11.5% average annual growth rate over the past 5 years.

- Of the 4.8 million Total participants, 3.5 million were “Casual” players who play 1-7 times a year
- 1.4 million were “Core” players who play 8 or more times a year
- 60% of total participants are men and 40% are women; with a slightly faster rate of growth among women
- The average age for all players is 38.1 years old
  - Core players is 47.9
  - Casual players 34.3
- 52% of Core players are 55 or older while 79% of Casual players are 54 or younger
- Growth of total participants from 2020 to 2021 was the fastest among players under 24 years of age (21%)  
Annual growth among players 55 and older was a more modest 10%

**The percentages by age of Total, Core, and Casual participants are:**

| <b>AGES</b>  | <b>TOTAL</b> | <b>CORE</b> | <b>CASUAL</b> |
|--------------|--------------|-------------|---------------|
| <b>6-17</b>  | 21.2%        | 14.2%       | 23.9%         |
| <b>18-34</b> | 28.8%        | 16.8%       | 33.5%         |
| <b>35-54</b> | 20.4%        | 17.0%       | 21.8%         |
| <b>55-64</b> | 12.0%        | 19.2%       | 9.2%          |
| <b>65+</b>   | 17.6%        | 32.7%       | 11.6%         |

**The US regions with the largest number of total participants were:**

- South Atlantic (FL, GA, SC, NC, VA, WV, DC) = 1,087,000
- East North Central (WI, MI, IL, OH, IN) = 801,000
- Pacific (CA, OR, WA) = 780,000
- Mid-Atlantic (NJ, NY, PA, WV) = 675,000

**These four regions account for 69 % of players**

- **The region with the highest rate of growth is the West North Central (IA, KS, MN, MO, NE, ND, SD) at 30% year-over-year (245,000 to 318,000)**
- Growth is lagging in the East South Central region (AL, KY, MS, TN) with the smallest number of players (151,000) the lowest percent of total population participating (0.9%) and a modest but above average annual growth rate (14%)
- 61% of players live east of the Mississippi River

The 4.8 million Total pickleball participants represent 1.6% of the US population of 305M people ages 6+: demonstrating the tremendous potential for further growth of the sport.

# Economic Impact of a Pickleball Event

1.

## Current Capacity Tournament

- 4 Days, 6 Courts, 100—120 pickleball participants with 40% being local.

# Estimated Spending

ACT: NLD Pickleball Tournament



### North Platte's Information

#### Spending:

National Daily Spending: \$143.60

Regional Daily Spending: \$79.00

#### Room Rate:

ADR: \$129.00

#### Taxes:

Lodging Tax: 5.00%

Sales Tax: 7.00%

Other Tax: 2.00%

Total Tax: 14.00%

\$ Per Room Night: \$0.00

Event Name: ACT: NLD Pickleball Tournament

Rights Holder: Local

Event Date: 6/09/22

Length of Stay: 4

Expected Athletes: 109

Expected Spectators: 55

% Local Attendees: 40%

Expected Total Room Nights: 200

Event Reach: Regional

Spending: \$31,094.40

Lodging Tax Generated: \$1,290.00

Sales Tax Generated: \$1,806.00

Total Spending: \$34,190.40

\*\*Provided by the North Platte Area Sports Commission, a division of Visit North Platte which developed this estimate by using the Event Impact Spending Calculator developed by Huddle Up Group, a Sports Tourism Consulting agency.

# Economic Impact of a Pickleball Event

## 2.

### Medium Sized Tournament—10 Court Minimum

- 3 Days, 10 Courts, 300 pickleball participants with 30% being local.

# Estimated Spending

Projected: 150 Team Pickleball Tournament



#### North Platte's Information

##### Spending:

National Daily Spending: \$143.60

Regional Daily Spending: \$79.00

##### Room Rate:

ADR: \$179.00

##### Taxes:

Lodging Tax: 5.00%

Sales Tax: 7.00%

Other Tax: 2.00%

Total Tax: 14.00%

\$ Per Room Night:

Event Name: Projected: 150 Team Pickleball Tournament

Rights Holder: Local

Event Date: 6/05/22

Length of Stay: 3

Expected Athletes: 300

Expected Spectators: 150

% Local Attendees: 30%

Expected Total Room Nights: 330

Event Reach: Regional

Spending: \$74,655.00

Lodging Tax Generated: \$2,953.50

Sales Tax Generated: \$4,134.90

Total Spending: **\$81,743.40**

\$81,000 in business sales through lodging, food, retail, etc...



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# Economic Impact of a Pickleball Event

## 3.

### Large National Sized Tournament—15 Court Minimum

- 3 Days, 15 Courts, 800 pickleball participants with 20% being local.

# Estimated Spending

Projected: 400Team Pickleball Tournament



#### North Platte's Information

##### Spending:

National Daily Spending: \$143.60

Regional Daily Spending: \$79.00

##### Room Rate:

ADR: \$179.00

##### Taxes:

Lodging Tax: 5.00%

Sales Tax: 7.00%

Other Tax: 2.00%

Total Tax: 14.00%

\$ Per Room Night:

\$250,000 in business sales through lodging, food, retail, etc...

Event Name: Projected: 400Team Pickleball Tournament

Rights Holder: Local

Event Date: 6/15/22

Length of Stay: 3

Expected Athletes: 800

Expected Spectators: 400

% Local Attendees: 20%

Expected Total Room Nights: 1,066

Event Reach: Regional

Spending: \$227,520.00

Lodging Tax Generated: \$9,540.70

Sales Tax Generated: \$13,356.98

Total Spending: **\$250,417.68**

Due to the demographic of the player, some may see it as a mini vacation and stay a day (or two) to experience North Platte!

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