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:

AGES	TOTAL	CORE	CASUAL
6-17	21.2%	14.2%	23.9%
18-34	28.8%	16.8%	33.5%
35-54	20.4%	17.0%	21.8%
55-64	12.0%	19.2%	9.2%
65+	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

SPORTS TOURISM INDEX

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:

LodgingTax: 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

retail, etc...

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 Event Name: Projected: 150 Team Pickleball Tournament Spending: Rights Holder: Local National Daily Spending: \$143.60 Event Date: 6/05/22 Length of Stay: 3 Regional Daily Spending: \$79.00 Expected Athletes: 300 Room Rate: Expected Spectators: 150 ADR: \$179.00 % Local Attendees: 30% Expected Total Room Nights: 330 Taxes: Event Reach: Regional LodgingTax: 5.00% Sales Tax: 7.00% Spending: \$74,655.00 Other Tax: 2.00% Lodging Tax Generated: \$2,953.50 Total Tax: 14.00% Sales Tax Generated: \$4,134.90 \$ Per Room Night: Total Spending: \$81,000 in business sales through lodging, food,

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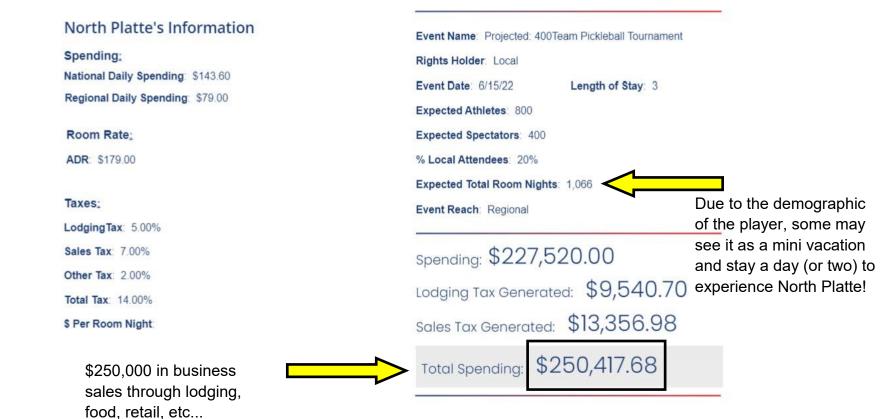
Economic Impact of a Pickleball Event

Large National Sized Tournament—15 Court Minimum

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

Estimated Spending Projected: 400Team Pickleball Tournament





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