



The best padel club in USA

If Padel were Olympic in 2032?

Too Many Padel Clubs in Miami?



Interview with Miguel Alvarado partner of Open Padel

Luis del Rio's opinion:

Professional padel is like a swingers club.



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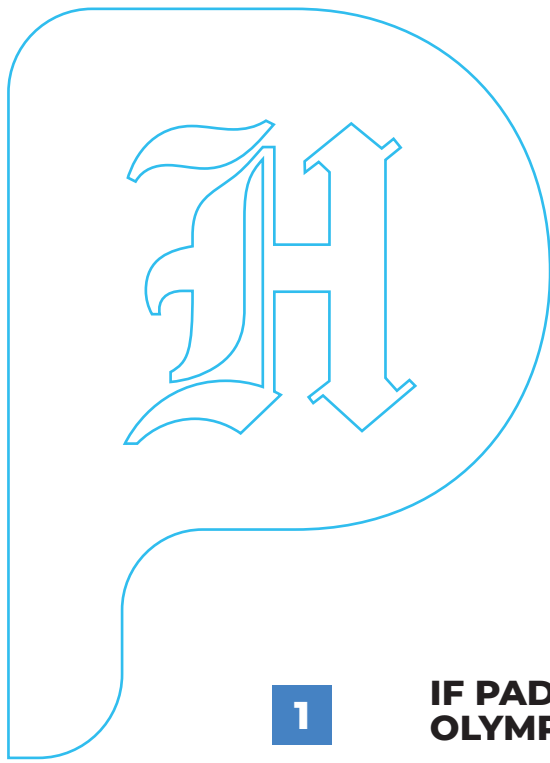
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IF PADEL WERE OLYMPIC IN 2032?

By Luis Del Río

USA ONLY HAS AN “ACE IN ITS SLEEVE”

If padel were to be Olympic in 2032, Team USA’s medal chances would be practically zero; but it has an “ace up its sleeve”

Despite being the usual leader in the Olympic medal table, the United States is years behind other countries in padel.

As shown in the ranking table on the right, the top positions are occupied by players from other countries, especially Spaniards and Argentinians who seek to be “mouseheads” and come in search of the “American dream” where they can aspire to achieve success and a certain notoriety in a much younger and therefore much less competitive territory.

But what’s worrying for the future of padel in the USA is that while the sport is growing enormously at the amateur level, it’s not at the youth level. The average age of players is 40 and older.

And if that weren’t enough, the outlook is quite sad, as hardly any youth players are playing in USA,

while other countries have a guaranteed future by developing excellent work with the younger generations. In the case of the USA, they’re building from the bottom up.



The average age of padel players in USA is 40 and older.



United States national team at the Pan American Games

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But the United States has an ace up its sleeve; it is the girl Ornella Beltramino, who despite being from the USA and against all odds has become the best in the world in the Under 12 category. This feat is close to a miracle and may be the driving force and the mirror for many boys and girls in the USA to encourage them to play padel.

TOP 10 MALE RANKINGS

MAY 2025

1		JUAN MANUEL VAZQUEZ
2		PEDRO ALONSO MARTÍNEZ
3		JOSE CARLOS GASPAR CAMPOS
4		NICO AGRITELLEY
5		GUILLERMO JIMENEZ CAGIGAS
6		LUIS ESTRADA
7		MAXIMILIANO ROZAS
8		VINNY DI FRANCESCO
9		MATIAS SEGURA
10		SERGIO CONDE



In fact, Ornella recently had to move to Spain, where the best players are, because in the United States she wouldn't be able to compete with girls her age.

"Ornella is special; she has all the qualities, but she also enjoys training and smiles all the time. I've never encountered so much talent and attitude combined".

"She's still very young, and the important thing is that she enjoys it, but for me, it's a challenge to coach her because I've never encountered someone with these characteristics," Claudio Gilardoni stated.

Padel in the United States is just starting to crawl, and everyone looks to this country with high expectations, but as of today, and realistically speaking, there are barely any children on the padel courts. That's why Ornella's case is even more commendable, and although she needs to be freed from any pressure, it should be supported in her training so she can continue fighting to achieve her goals. Perhaps her story will inspire many children to start playing padel. A similar story to that of Spaniard Carolina Marin in badminton.



Ornella Beltramino



Claudio Gilardoni, Ornella and Paula Jose Maria training at Universal Academy

“

I've never encountered so much attitude and talent combined in such a young girl.

Claudio Gilardoni

FLORIDA

KITCHEN CENTER



MIGUEL ALVARADO PARTNER AT OPEN PADEL

"THANKS TO PADEL, I SELL MORE KITCHENS."

Miguel Alvarado is a skilled tennis player, but he had a “love at first sight” moment with padel as soon as he started playing. Like many others, he began playing once a week, then two, three, four times—until he eventually ended up investing in a club in Miami. Now, thanks to padel, he's even selling more kitchens.

QUESTIONS

- 1 What does padel mean to you?
- 2 What made you invest in a padel club?
- 3 Are you concerned that a new club is opening every month?
- 4 What's the name of your kitchen company?
- 5 Has your networking increased significantly thanks to padel?
- 6 Has your other business benefited from this synergy with padel?
- 7 Do you plan to keep investing in padel or are you satisfied for now?
- 8 What challenges did you not expect when you became a club co-owner?

1 What does padel mean to you?

Padel, for me, is the sport that currently helps me disconnect from work. Beyond that, it's a sport that's growing tremendously in social circles. It has allowed me to meet entrepreneurs and make friends in Miami and many countries around the world, which has opened doors for business opportunities for my company.

2 What made you invest in the club?

What led me to invest in the club (Open Padel) was the huge opportunity I saw in the sport's growth in the United States. I have no doubt that padel will continue to expand in this country.

3 Are you worried about the constant opening of new clubs?

As a club owner, it's natural to be concerned about the opening of new clubs—especially considering that the player base in the U.S. is not yet large enough to support so many venues. However, at Open Padel, we remain focused on delivering top-quality service. We work every day to improve, with the goal that our clients are not only satisfied but eager to return, even with new options appearing in the market.

4 What's the name of your kitchen company?

Florida Kitchen Center

5 Has your networking grown through padel?

Absolutely. Besides being fortunate enough to be a partner in Open Padel, the sport has introduced me to many celebrities from the sports, entertainment, and political worlds. I've also been able to connect with people from all over the world and from various cultures. But above all, the most valuable thing is that, thanks to padel, I now have some amazing friends...

6 Has your other company benefited from this synergy with padel?

Definitely. The kitchen company—which has been manufacturing custom cabinets in South Florida for 25 years—as well as the construction company, have both benefited from the relationships I've built through padel. I'm sure that as long as I keep playing, this sport will continue adding value to both businesses.



Miguel Alvarado jugando con Ignacio Tardito, Lasagues y Carlos Tévez

7 ¿Quieres seguir invirtiendo en el padel o te das por satisfecho?

At the moment, I don't have any plans for new investments, but I'm not closing the door if the right opportunity comes along.

8 ¿Cuáles son las dificultades que no te esperabas cuando compraste parte del club?

When I invested in the club, I knew that every new venture comes with challenges—but there were a few I didn't anticipate. One of the main ones was the general lack of awareness about the sport in the United States. Although padel is growing quickly, we're still in the early stages, which means we have to educate the public, build community, and develop a culture around the sport.

Another major challenge was operational logistics: from importing specialized materials, to finding qualified staff who understand how a padel club operates, to adapting to local regulations that weren't designed for these kinds of facilities.

I was also surprised at how competitive the market has become in such a short time. New clubs are opening faster than expected, and that pushes us to constantly innovate in order to maintain quality and client loyalty.

Despite all that, each challenge has been a learning opportunity. And today, I'm proud to say that Open Padel continues to grow thanks to daily hard work and a strong commitment to our players.

DEVELOPING PARTNERSHIP



54 GROUP AND MONTE CARLO INTERNATIONAL SPORTS

After several months of intense negotiations and research, Monte Carlo International Sports (MCIS) and the powerful sports agency 54 Group officially announced today the terms of their agreement and will unveil their future plans in September, which include a series of events by the end of this year.

Below is the official statement released by 54 Group, which includes statements from Jed Moore, CEO of the prestigious agency, as well as Fabrice Pastor, CEO of MCIS and President of A1 Padel.

“54 & MCIS PARTNERSHIP TAKES SHAPE”

54 and MCIS, the group behind A1 Padel, took another bold step towards their plan to significantly grow global participation and develop world-class tournaments in the booming sport by strengthening their relationship with a Heads of Terms agreement.

The partnership officially started with an MOU in February with 54 offering high-level strategic advisory services to develop A1 Padel's business vision, marketpositioning, operational efficiency and stakeholder engagement to enhance global penetration and business growth.

After an intense period of data, insights and research to fully understand the commercial opportunity the two have now signed Heads of Terms and are set to announce their longer term plans with an announcement in September.

Fabrice Pastor, owner of A1 Padel and principal promoter at MCIS, said: “I have championed the need for innovation in sport for a long time and am excited to announce full details of our plans in the coming months.



It was clear from our first interactions that 54 were approaching the opportunity in padel from a different perspective from anyone else I had met before and that, alongside their operational experience, has made them an invaluable partner.

Jed Moore, 54 Group CEO, said: “The last few months have been both exciting and eye-opening as we have gained a deeper understanding of the sport of padel, and there is no question the opportunity that exists for everyone involved in the game.

"We're excited to be working with MCIS and Fabrice to deliver a new offering in the sport, one which will create new layers of value to benefit stakeholders, players, investors and most importantly, fans. We will share full details in due course, including around new events which will launch later this year, but in the meantime we are focused on engaging with relevant stakeholders and potential strategic and supplier partners to ensure the benefits of the opportunity can be felt throughout the sport."

54 has extensive experience in ideating strategic models for both established and emerging global sports, and has acquired and built a number of portfolio businesses which provide a range of market-leading services including stunning brand and event activations (Behind The Volt, Reddoor Live), content creation (MOB) and integrated digital fan experiences (Entourage).

“

We're looking forward to sharing details with the relevant stakeholders in the coming weeks, and to announcing full plans thereafter. The future for padel is an incredibly exciting one.”

IS THERE LOYALTY IN PROFESSIONAL PADEL?



By Luis Del Río

"PROFESSIONAL PADEL IS LIKE A SWINGERS CLUB"

From the outside, the word "loyalty" seems to have fallen out of favor among professional padel players.

If I had to draw a real-life parallel with this sport played in pairs, professional padel would be like "A Swingers Club".

Their decisions are subordinated solely and exclusively to their most immediate needs.

“**Players have fallen into extreme short-termism**

Every time a higher-ranked player calls them, they jump on the bandwagon without hesitation. Their ranking position and the position they will occupy in upcoming tournaments always weigh more heavily on their scale. It's increasingly clear that among

“**Padel is an individual sport played in pairs.**

the side effects of this trend is that there are hardly any coaches working for the pair, as these projects are too short-lived. Now, each player has their own team.

One of the cases that caught my attention the most this year was that of Juan Tello, who after clinching his quarterfinal victory in the Chilean Premier League, lavished praise on his teammate, 19-year-old Tino Libaak — the young talent who reignited his hope and confidence.

"I know that with this beast, we can beat anyone," said Tello, referring to the young Libaak. What no one could have expected was that just four days later, Tello announced his departure from Libaak because he had received a call from Martin Dinunno.

And as crazy as it may seem... these are normal circumstances on the men's and women's circuits.

In theory, loyalty means staying true to a commitment. In padel, however, it often means 'loyal... until something better comes along.'

That's the problem — this habit of swapping allegiances for short-term gain bleeds into other areas of life. Too many players, it seems, have never fully grasped that real loyalty isn't about convenience; it's about honoring your word, especially when a legal contract is involved.

But in the real world, and especially in business, things don't work like that. Just look at what happened with the World Padel Tour.

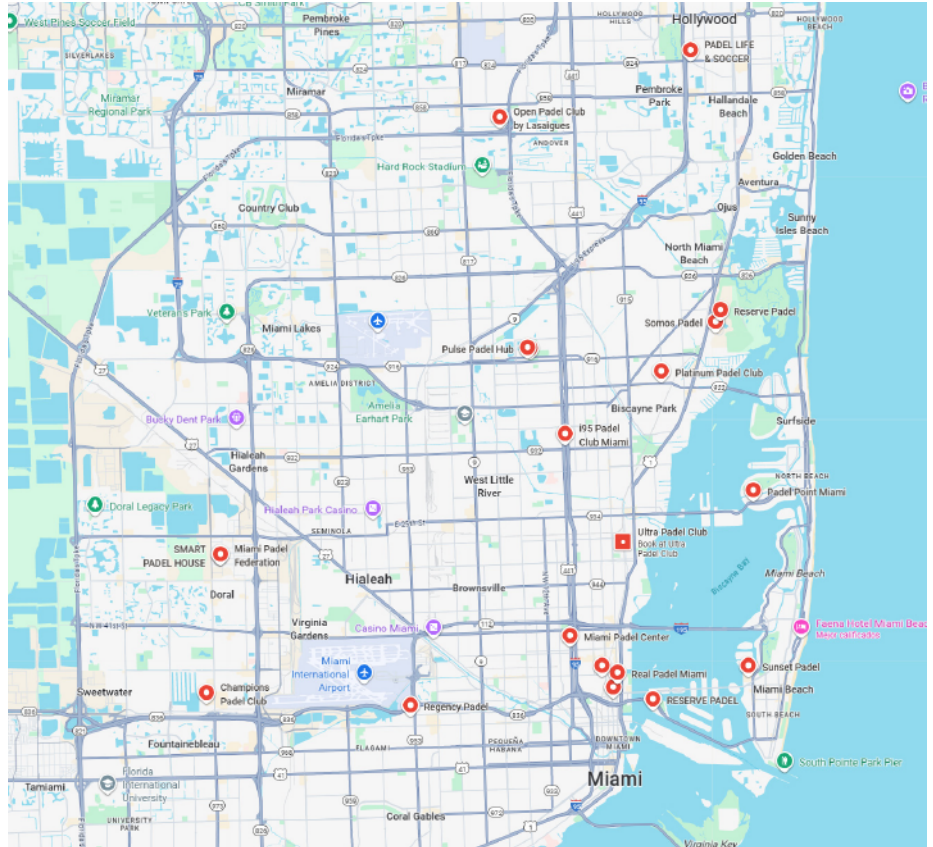
TOO MANY PADEL CLUBS IN MIAMI?

INVESTORS ARE WORRIED

Not all South Florida clubs are profitable. The situation has taken a complete turn. Just three or four years ago, it was practically impossible to find an available court in the clubs that then coexisted, which numbered less than a dozen.

But in recent years, given the growing popularity of padel in Miami, about 20 new clubs have suddenly opened. And now, new clubs are facing challenging circumstances that could put their future at risk.

Until recently, simply opening a club's doors was enough to draw in the local padel community, with players quickly filling the courts. Today, however, a surge in new venues has intensified competition, and many clubs are already starting to feel the impact.



New padel clubs now face challenging conditions that threaten their long-term viability. Not long ago, simply opening the doors was enough to generate excitement in the local padel community and quickly fill the courts.

But with a surge in new venues, competition is intensifying, and the effects are already being felt. We are entering a new era in which only the best-managed clubs will survive and remain profitable, and that's no easy task.


Sky-high real estate costs, particularly for indoor facilities, mean clubs often pay disproportionately high rents. At the same time, finding qualified staff is a constant struggle; with padel still a relatively small sport, experienced professionals are in short supply within the United States.

THE BEST PADEL CLUB IN USA



Reserve

SOLÉ MIA



Recognized as one of the premier padel clubs - not just in the USA, but worldwide - this destination offers an unmatched playing experience. Featuring four state-of-the-art indoor courts with soaring 10-meter ceilings and six pristine outdoor courts, every detail is designed to impress.

Beyond the game, members enjoy world-class amenities: a fully equipped gym, luxurious locker rooms, and spa-like facilities including cold plunge tubs, a sauna, and a steam room. Here, excellence isn't an option, it's the standard.

The club is seamlessly integrated with Pura Vida — one of the fastest-growing restaurant franchises — serving fresh, healthy cuisine in an inviting, vibrant atmosphere. Every corner reflects excellence, thanks to a dedicated team committed to keeping the facilities in impeccable condition. From the welcoming front desk staff to the meticulous cleaning crew, and especially the highly qualified padel coaches, the service is second to none.

Adding to the club's prestige, the courts are often shared with the world's top players, giving members a front-row seat to spectacular talent. And as the ultimate highlight, Juan Martín Díaz, widely regarded as the greatest player in history, holding the world No. 1 ranking for 14 consecutive years. He serves as the "Great Ambassador" of The Reserve project."

Reserve







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