

Record numbers, Riva: "Over 30,000 spectators" Carraro: "Milano Premier Padel opened a window to the future" Social media boom: users and impressions doubled compared to 2022

Milano Premier Padel P1 had two goals: showing the public the best players in the world and measure the passion of the padel community, both in Milan and beyond. Goals achieved: *"I was told that the 30,000 spectator mark has been exceeded for this edition"*, explains **Martina Riva**, the Councillor for Sport, Tourism and Youth Policies of the City of Milan. *"This is an increase of 11% compared to last year, which confirms the passion of Milan for sport and padel. The numbers are important, but it was the sounds and colors of the enthusiasm on the stands of the Allianz Cloud that characterized this great event, built hand in hand with the organizers who have listened deeply to the needs of the city: from engaging young people through important discounts and free tickets to attention to the aspect of mobility, with a significant commitment to raising awareness of the use of public transport, in agreement with ATM. We have lived a great sporting adventure in which the sense of victory is not limited to the players on the pitch, but involves all of us"*.

CARRARO Milan was the last stop of Premier Padel in 2023, which was also attended by the president of the circuit, **Nasser Al-Khelaïfi**, who was present on Friday and Saturday at the Allianz Cloud with illustrious guests such as Zlatan Ibrahimovic. *"We have witnessed a great sporting spectacle and I believe that there was no better way to close an extraordinary year for the circuit governed by the International Padel Federation with Qatar Sports Investments and supported by PPA and IPPA, the associations of players and players"*, said FIP President **Luigi Carraro**. *"The tournament in Milan, the last appointment of the season, confirms the great passion of the Italian public for padel and opens a window on the future of the 2024 tour, when we will have a complete calendar of around 24 world-class tournaments, for which there is great anticipation and which will be made official in the coming days. The positive numbers of this tournament are reflected in a clear way in the numbers of the entire movement, confirming the growth of interest and passion of the public and practitioners worldwide"*.

ENTHUSIASM AND NUMBERS *"The key to organizing a world-class sporting event, corresponds to a single guiding concept: enthusias"*, said **Marco Gamberale**, CEO of NSA Group and head of the organizational machine. *"It is the enthusiasm of the champions that ignites passion for the sport and activates the diffusion process, engaging the public and sponsors. It is a kind of perfect fit: the players love the general public, the spectators are enthusiastic about the padel champions and the sponsors find a natural place in this context of passion and involvement. The positive numbers, from spectators to the social and web balance, are simply the simple consequence of this virtuous process"*.

Here are the numbers. A record balance for web and social media that doubled the results of the 2022 edition, an aspect that measures the growth of padel on the digital front as well: the unique users of the website www.milanopremierpadel.com were **53,845 (+79.5%** compared to 2022), with over **145,000** pages visited (**+108%**) and **131** countries reached (**+35%**). On social media **6,311,374** impressions and **3,756,105** users reached, with a **+87.8%** increase compared to a year ago. **250** people worked to make the event a success, as did **250** athletes who came to Milan, between the women's and men's draw, followed by **150** between coaches and collaborators.

THE TREND The great success of Milano Premier Padel P1 reflects that of padel in Italy. The courts throughout the national territory, as highlighted by the data of the Mr. Padel Paddle Observatory, have become 8,700, in 3,300 facilities, with a **+25%** increase compared to a year ago. The 'padelmania' is a global phenomenon and Italy is a protagonist.