

FACILITIES

Greensboro gets portable indoor pickleball facilities

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Building on its “Tournament Town” reputation, the Greensboro (N.C.) Area Convention and Visitors Bureau this morning is set to unveil one of the country’s largest portable indoor pickleball facilities and is expected to announce the signing of one of the sport’s major events.

The Greensboro Complex will be home to 40 courts, manufactured and installed by Canton, Georgia-based AT Sports.

The courts cost \$450,000, said GACVB President & CEO Henri Fourrier.

“This investment allows us to recruit and host the biggest and most prestigious pickleball tournaments in the country,” he said.

Several courts have already been delivered to the nine-venue complex, with the rest scheduled to arrive in early 2025.

The GACVB has already secured a major event through USA Pickleball, scheduled for May 28-June 1, 2025. The Golden Ticket tournament will be the only one on the East Coast for amateur players to qualify to play in the organization’s National Championships.

Fourrier said the CVB is projecting the event to generate 3,375 room nights and inject a little over \$2M into the local economy. Golden Ticket tournaments typically draw 600-800 participants.

The market has approximately 98 hotels and 10,785 rooms, according to CoStar.

Earlier this year, SBJ ranked Greensboro as the second-best city in the U.S. without a Big Five pro team when it comes to attracting and hosting sporting events.

According to SFIA, 13.6 million people played pickleball in 2023, which contributed to a three-year growth rate of 223.5%.

That surge was partially fueled by the addition of one million new players under the age of 18 in 2023.

The Hawaii Convention Center debuted its 45 new pickleball courts last month, making it the only portable indoor setup larger than Greensboro’s.

Greensboro pickleball facility

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