



FOR RELEASE

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GREENSBORO SET TO HOST ONE OF THE LARGEST PORTABLE INDOOR PICKLEBALL FACILITIES IN THE US

40 State-of-the-Art Courts will be in Greensboro by early 2025

GREENSBORO, NC – Tournament Town is introducing indoor Pickleball to the mix! Greensboro is gearing up to become the epicenter for America's fastest-growing sport, solidifying the city's reputation as a top sports destination. The board of Greensboro Area Convention and Visitors Bureau (GACVB) recently greenlit the purchase of 40 state-of-the-art pickleball courts to be used at the Greensboro Complex—giving Greensboro one of the largest portable indoor pickleball facilities in the United States.

Pickleball is a paddle sport combining elements of tennis, badminton, and ping-pong, played with a paddle and a perforated plastic ball. Its accessibility and ease of play make it an excellent sport for athletes of all ages and skill levels.

Several pickleball courts have already been delivered to Greensboro, with the rest expected to arrive by early 2025.

"We are always looking for ways to make Tournament Town bigger and more dynamic," says GACVB President & CEO Henri Fourrier. "This investment allows us to recruit and host the biggest and most prestigious pickleball tournaments in the country. Hosting indoor tournaments at the Greensboro Complex will allow pickleball tournaments year-round, setting us apart from other destinations limited by outdoor courts."

The Greensboro Convention & Visitors Bureau Sales Team already secured a major national qualifying event through USA Pickleball, scheduled for May. This will be the only USA Pickleball qualifying tournament on the East Coast and is expected to bring an economic impact of more than \$2 million.

"As the national governing body of pickleball, USA Pickleball is excited to bring the Golden Ticket National Qualifier to Greensboro's new indoor facility," said Mike Nealy, CEO of USA Pickleball. "This event is a key step for athletes aiming for the national stage, and Greensboro's top-tier venue makes it an ideal host. We look forward to showcasing the best talent and building a lasting partnership with this great sports city."

Participation in pickleball is surging, increasing by 233.5% through 2023, according to the [Sports & Fitness Industry Association](#).

The Greensboro Area Convention & Visitors Bureau partnered with the Greensboro Sports Foundation and the Greensboro Complex to make "Pickleball Town" a reality.

“Pickleball is the fastest growing sport in the USA, and Greensboro is embracing it like no other city,” says Greensboro Sports Foundation President Richard Beard. “We’ve seen tremendous success with AAU basketball, volleyball, and wrestling events, thanks to our strategic investments in top-quality facilities. Now, we’re doing the same for pickleball, and we expect the results to be just as game-changing.”

This initiative is part of the GACVB’s broader mission to elevate the city’s sports profile. Earlier this year, [Greensboro was named the Number 2 Best Sports Business City for Attracting and Hosting Events without a Big 5 Team](#) by Sports Business Journal, a national publication.

For more information about the Greensboro Area Convention & Visitors Bureau, please visit www.VisitGreensboroNC.com and follow them on [Facebook](#), [Instagram](#), and [LinkedIn](#).

About the Greensboro Area Convention & Visitors Bureau

The Greensboro Area Convention and Visitors Bureau is an independent, non-profit governmental authority whose mission is to aggressively market Greensboro’s assets, maximizing economic impact while providing excellent visitor service.

Travel and tourism generated nearly \$1.7 billion in Guilford County in 2023, employing more than 11,000 in travel-related jobs, according to “The Economic Impact of Travel on North Carolina Counties” study prepared for Visit North Carolina by Tourism Economics.

About Greensboro Complex

The Greensboro Complex is a versatile multi-building facility that serves the community of Greensboro and its surrounding areas. It hosts over 1,100 events per year including athletic competitions, cultural arts showcases, concerts, theater performances, educational activities, fairs, exhibits, as well as public and private gatherings, including conventions, convocations, trade shows, and consumer shows. It plays a crucial role as a hub of community activities and significantly contributes to the regional economy. The Complex is made up of nine venues, the largest being the renowned 22,000-seat First Horizon Coliseum.

About Greensboro Sports Foundation

The Greensboro Sports Foundation is the local organizing committee for the major sports events contested at the Greensboro Coliseum Complex and throughout Greensboro including those presented by the ACC, NCAA, U.S. Figure Skating, USA Swimming, USA Gymnastics and the Amateur Athletic Union, among others. Greensboro Sports Foundation’s sports tourism efforts create economic development that benefits not only Greensboro but also central North Carolina.

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