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PINATARARENA PADEL

06

DOCUMENT 06 · PARTNERSHIP PROPOSAL · DISCUSSION DOCUMENT

Why and what for

The reasons for a new approach to each client profile

Why two venues *need one method.*

Padel Place and Pinatar Arena Padel compete in a fast-growing and increasingly competitive market. In 2025, 7,898 new courts were built worldwide, bringing the total to 58,334, six times more than in 2016 (Playtomic, 2026). When supply grows, a club that only rents out courts ends up competing on price. With two complementary venues —one outdoor and one covered— and a single management, Diego can compete on value: development, experience and results tailored to what each client profile really needs.

FROM TWO FACILITIES

→ to one development system

FROM ONE-OFF BOOKINGS

→ to long-term relationships

FROM COMPETING ON PRICE

→ to competing on value

- 01 Companies
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Companies

39%

of core skills will change
by 2030

59 / 100

workers will need training

21%

of employees worldwide
are engaged

WHY A NEW APPROACH

Companies aren't looking for a day of padel: they want to solve their problems, and today their biggest problem is people facing AI. According to the World Economic Forum, 39% of workers' core skills will change by 2030, 59 in every 100 will need training, and 63% of employers see skills gaps as the main barrier to transformation (WEF, 2025). Meanwhile, only 21% of employees worldwide are engaged at work (Gallup, 2025). A one-off event touches none of this; a sustained project does.

WHAT FOR

- To position both venues as the strategic partner for people development of companies in Alicante and Murcia.
- To build annual and multi-year relationships, with recurring and predictable revenue.
- To fill the courts on weekdays and in off-peak hours.
- To turn current clients and partners into project clients.
- So that people from those companies become players and members of the clubs.

WHY THIS PROPOSAL

Because it answers exactly what concerns leadership teams. TalentOS provides the assessment and data leaders need to decide. Research shows that satisfaction with training barely predicts whether it is applied (Blume et al., 2010): that's why the project measures on-the-job transfer at 14, 30 and 90 days. People-management practices work better as a system than in isolation (Combs et al., 2006): that's why it is a phased project, not a one-off action. Padel is a natural leadership lab, easy for the whole team to start, and Pinatar's covered courts guarantee every session.

Sports tourism groups

+41%

spending per trip by
international wellness
tourists

18.7%

of tourism spending from
just 7.8% of trips

49 / 18

teams and countries at
Pinatar Arena in summer
2026

WHY A NEW APPROACH

Between the Costa Blanca and the Costa Cálida, more and more groups travel to play padel, and the range of destinations grows every year: anyone can offer courts, sunshine and matches. Together, the two venues have something unusual —sun and a terrace in Pilar, covered courts in Pinatar and a complex that hosted 49 teams from 18 countries this summer (Pinatar Arena, 2026) — and can add what is hard to copy: a week that looks after body and mind. That is the traveller who spends the most: international wellness tourists spend on average 41% more per trip than the average tourist, and wellness trips make up 7.8% of trips but 18.7% of tourism spending (Global Wellness Institute, 2024).

WHAT FOR

- To win groups with a product no one else offers locally.
- To fill the courts in off-peak hours and the low season.
- To build local partnerships with accommodation and restaurants.
- To gain international visibility in two regions at once.
- To extend the relationship beyond the week: follow-up at home and the Miami option.

WHY THIS PROPOSAL

Because it turns the combination of venues into a promise: in the sun when it's pleasant, under cover when needed, and the schedule is kept in any season. Because it includes the physical and mental pillars in the package —physiotherapy, functional training, yoga and meditation— and what is included is experienced and remembered by the whole group. Because dinner talks (positive psychology, neuroscience and the sciences of happiness) turn the social moment into the most memorable part of the week. And because the JF2 platform and the personal report make the week the start of a process, while Miami gives the most loyal groups a next destination.

Players who want to improve

1 in 3

feedback interventions worsens performance when poorly designed

d = 0.65

effect of concrete “if-then” plans on goal achievement

WHY A NEW APPROACH

The player who wants to improve is a club's most valuable client —they come more often, spend more and bring others— and also the first to leave if they plateau. Today they learn in fragments: one-off lessons, matches without review and no measure of progress. The evidence shows what goes wrong: more than a third of feedback interventions worsen performance when poorly designed (Kluger & DeNisi, 1996), and goals without a concrete plan are rarely achieved. With more clubs every year in the area, one more lesson does not set either venue apart.

WHAT FOR

- To retain the players and students who already train at both venues.
- To sell a membership-based process, not single hours.
- To give both venues' coaching teams a shared method and tools.
- So that training in Pilar or in Pinatar is the same experience.
- To position Padel Place and Pinatar Arena Padel as the clubs where people really improve.

WHY THIS PROPOSAL

Because it works on all four pillars, not just technique: many matches are decided physically and mentally. Because it structures what happens before, during and after every session and match —goal, focus and review— which is where learning happens. Because it uses concrete match plans —“if-then” plans have a medium-to-large effect on goal achievement (Gollwitzer & Sheeran, 2006)— and designed, not improvised, feedback. Because the JF2 platform makes progress visible. And because the method is signed by JF2 Academy, whose sports director is a former US number 1 and 2025 US Open champion.

Schools and the school community

81%

of adolescents don't get the recommended physical activity

19.4 M

padel players worldwide

2032

padel's Olympic bid (Brisbane)

WHY A NEW APPROACH

Schools are a client local clubs barely work with, and their need is real: 81% of adolescents aged 11 to 17 do not get the recommended physical activity (Guthold et al., 2020). Families look for activities with values and prospects, and schools need to stand out. Padel is a young, fast-growing sport —19.4 million players worldwide (Playtomic, 2026)— with a declared Olympic goal: Brisbane 2032 as its bid. With a school already running at Padel Place and covered courts in Pinatar, the two venues can serve schools in two provinces every afternoon of the school year.

WHAT FOR

- To build a stable client base, school year after school year.
- So that every pupil brings their family: parents and siblings play too.
- To build a youth academy that brings prestige and continuity to both clubs.
- To position both venues in the school community of Alicante and Murcia, including the international one.
- To offer talented young people a real sporting and academic path.

WHY THIS PROPOSAL

Because it isn't just another after-school activity: it brings together three levels —grassroots, competition and university— in one coherent pathway. Because it builds on the school that already exists at Padel Place and adds JF2's high-performance method adapted to each age, with values ahead of results. Because it connects with US universities through JF2's network in Los Angeles and Miami, presented transparently: an opportunity that is built, not a promise. And because Pinatar's covered courts guarantee sessions throughout the school year.

The team at both venues

0.5–2×

annual salary: the cost of replacing an employee

21%

of employees worldwide are engaged

WHY A NEW APPROACH

None of these proposals will work without the people who deliver them, and with two venues every people decision is multiplied by two. The new services require new profiles —certified coaches, fitness coaching, physiotherapy, yoga, group coordination, relationships with companies and schools— and clients expect the same experience in Pilar and in Pinatar. Mistakes are costly: replacing an employee can cost between half and twice their annual salary (Gallup). And engagement is at a low: only 21% of employees worldwide feel engaged (Gallup, 2025).

WHAT FOR

- To choose well the people who will sustain the growth of both clubs.
- To have a consistent structure of roles, pay and careers across venues.
- To share talent between venues, cover schedules and avoid turnover.
- To deliver the same experience to every client: engaged employees create loyal customers (Heskett et al., 1994).
- To make both venues a place where the best people want to work.

WHY THIS PROPOSAL

Because it treats hiring, training, compensation and careers as one system shared by both venues, which is how HR practices have the greatest impact on results (Combs et al., 2006). Because every training action includes on-the-job follow-up with the M+D System: what isn't applied changes nothing. Because it takes care over the design of pay and recognition — positive feedback strengthens motivation, while some poorly designed rewards weaken it (Deci, Koestner & Ryan, 1999). And because it brings real experience in human resources in multinationals, applied to the scale of two family-spirited clubs.

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An in-person conversation to decide where to start.

This document is part of the partnership proposal between Padel Place Club, Pinatar Arena Padel and JF2 Academy. It does not yet include the financial terms: its purpose is to prepare a meeting with Diego González, who runs both venues.

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