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Premier Padel announces US expansion in 2025 and celebrates successful first half of 2024

Premier Padel announced today its **US expansion in 2025**, marking a new era for the Qatar Airways Premier Padel Tour in one of the world's most influential sports markets.

The move, as stated in the press release issued on Wednesday 28 August, "will broaden the tour's global reach and foster new fan bases, bringing excitement and high-level professional competition to the region and creating new opportunities for players and sponsors – whilst driving the growth of padel in North America. This follows the recent decision by the International Padel Federation (FIP) to launch Padel America to support the regional growth of the sport. Details of the first US venue and date will be announced shortly".

Premier Padel also released the report on the first part of the season. There have been 14 tournaments across new countries in Europe, the Middle East and South America, with **historic on-court wins, record crowds, new partnerships and digital upgrades**. Highlights include:

- **Record breaking crowds** with over **350,000 fans** attending Premier Padel tournaments across **14 tournaments** in **12 different countries**.
- Taking padel to new frontiers around the world with **stunning exhibition match onboard the iconic Giuseppe Garibaldi aircraft carrier** – moored in the harbour of Genova – as part of the opening of the Genova Premier Padel P2 tournament reaching millions around the world.
- In the men's competition, **Arturo Coello** and **Agustin Tapia** have recorded six tour victories this season, closely followed by **Ale Galán** and **Federico Chingotto** with five victories.
- In the women's competition, **Ariana Sánchez** and **Paula Josemaría** have won six times on tour this season, closely followed by **Bea González** and **Delfi Brea** who recorded four straight tour victories in a row earlier in the year.
- Following their victory at the Premier Padel Finland P2, **Ariana Sánchez** and **Paula Josemaría** have become the most successful women's pairing – winning 33 titles together – breaking the record of 32 titles set by the Alayeto sisters.

- They become the third pair with the most titles ever in the sport – equalling **Juan Lebrón** and **Ale Galán** and are two victories behind the pairing of **Fernando Belasteguín** and **Pablo Lima** – whilst **Juan Martin Diaz** and **Fernando Belasteguín** lead the way with well over 100+ career victories as a pair.
- **Powerful new partnerships are starting to emerge** – setting the stage for more thrilling matches in the second half of the season – as demonstrated by the victory of **Juan Lebron** and **Martin Di Nenno** at the Premier Padel Finland P2.

Off the court highlights in the first half of the Premier Padel season include:

- **Transformational and high-profile strategic sponsorship and partnership deals** announced with global brands including **Red Bull, Qatar Airways, Wilson, Bullpadel, Playtomic, MejorSet and Mondo.**
- **Full competition clearance and merger with WPT in May**, formally establishing the single unified Premier Padel tour; together with **settlement by QSI of all lawsuits against the players** and other stakeholders.
- **Formation of new Executive Committee of Premier Padel** and strengthening of senior management team with **David Serrahima appointed General Manager.**
- **Transformation of tour infrastructure**, increasing overall **permanent staff from 10 to over 45 people** with further hires in process.
- **Record amount of prize money for players** and major broadcast agreements with the tour now **broadcasting to 242 territories worldwide across 6 continents.**
- **Remarkable growth across all major social media platforms** - Premier Padel now has almost **2 million followers** across its digital community and over **1.4 million followers** on Instagram.
- Imminent release of official **Premier Padel apparel** from Bullpadel for players and fans.
- Upgrading of Premier Padel's digital product and content portfolio **with launch of new innovative website and fan app** – in both English and Spanish.
- The Premier Padel app can be downloaded at the following links on the [App Store](#) and [Google Play](#) and Premier Padel fans can follow developments across [Instagram](#), [TikTok](#), [X](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).

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