



**AMERICAN
EXPRESS**

AS. Phénix
PUNAAUIA - TAHITI



PREAMBLE

The first edition of the American Express Pacific Padel Cup, held from April 15 to May 3, 2025, was a joint initiative between the AECOP and Club Phénix. It was launched in March 2024 during the visit of Claude Baigts, and later confirmed at the International Padel Clubs Cup in Malaga in October 2024, with the participation of 50 Club Phénix leaders, players, and partners.

The organization of the first international padel tournament in Tahiti, with over 300 male and female players competing, marked a major milestone for the future of padel in French Polynesia. This report outlines the main impacts and benefits of the event from sporting, social, economic, and cultural perspectives.

ORGANIZERS' OBJECTIVES

- Organize the first edition of an international padel tournament in French Polynesia.
- Bring together as many players as possible from the four Tahitian clubs.
- Create the conditions for uniting the clubs with a view to submitting a candidacy file for the creation of a Padel Federation of French Polynesia.
- Involve foreign players who also act as coaches.
- Ensure the presence of two pairs of foreign players in the finals.
- Offer coaching sessions for Club Phénix players with these coaches.
- Guarantee that all matches are officiated by an international referee.
- Assess the ability of a volunteer team to manage sports organization and hospitality.
- Initiate first contacts with the media in preparation for the second edition.
- Prepare for the second edition of the AM Padel Cup.
- Maintain regular contact with American Express to gather feedback.

Two unforeseen events disrupted the competition: extremely poor weather conditions and the withdrawal of Nuno from the final.

PARTICIPATION AND ORGANIZATION

The event brought together players from various countries, promoting international sports integration. The scale of participation confirmed the growing interest in padel and Tahiti's capacity to host major sporting events. The organization stood out for the professionalism of the teams, the quality of the facilities, and the excellence of the hospitality.

SPORTING SIGNIFICANCE

Promotion of the sport: The tournament raised the local technical level, inspired young players, and energized infrastructure development in existing clubs as well as initiatives on other islands.

Exchange of experience: Interactions between international and local players encouraged technical and tactical enrichment.

Global visibility: Tahiti secured a place on the international padel map, paving the way for future global tournaments.



RESULTS

Over 300 male and female players from the Phénix, Pirae, Dragon, and Excelsior clubs took part in the qualifying rounds—an unprecedented success.

Interclub meetings helped establish a climate of trust around the main draw.

Foreign players who are also coaches led several training sessions (see below).

REMARKS AND RECOMMENDATIONS FOR THE FUTURE

- All Tahitian clubs took part in the event, a first and a decisive step toward structuring the sport locally
- The overall enthusiasm led to an intense and promising competition for the future.
- A few hiccups occurred during the preliminary phase: late registrations, last-minute pair changes, and disputed decisions.
- A safety measure regarding an off-court exit was overlooked, which could have led to a serious accident.
- The tournament duration (one week) was too long. It is recommended to spread out the qualifying rounds across several clubs.
- The courts were generally satisfactory, except for the late cleaning of the glass walls, which affected ball rebounds.
- The mid-tournament change of ball brand was not criticized.

The level of play was excellent, especially in the women's final.

OFFICIATING

All matches were officiated by Luis, an international referee. His rigor was unanimously praised, and there were very few disputes. However, for future editions, it is recommended to avoid the participation of professional players in an amateur setting.

PORTUGUESE AND SPANISH COACHES

As part of the AECF-Phénix partnership, two Portuguese coaches delivered 54 hours of training to over 40 players—doubling the initially planned program. Their teaching methods, technical explanations, and dedication were highly appreciated.

Other coaches from Spain, El Salvador, and Sweden, who also competed, impressed the public with their involvement.

“Santi and Cayetano met their challenge: winning the tournament while giving six hours of daily coaching. Objective achieved—and even exceeded.”

FINALS AND COACHING

- The pairs Nuno/Ricardo and Santi/Cayetano advanced through the semifinals.
- Phénix Club members were able to participate in numerous coaching sessions with these players: mission accomplished.
- A team of 15 volunteers, mainly from Club Phénix, ensured smooth and effective organization.
- A few shortcomings remain to be addressed: lack of a dedicated player area, no first aid station, and a poorly prepared awards ceremony protocol.





COMMUNICATION

Initial outreach to the media for the 2026 edition was disappointing.

Despite this, coverage by local television, Padel Magazine, and the AECP's social networks provided strong visibility.

Special thanks to Gavin Leou and the photographers/videographers for their comprehensive coverage of the matches.

The live broadcast on the clubhouse big screen was very well received.

Buffets and Meals: Universally praised. Thank you to Francette, François, Paul, Nadine, Angelina, Raymond, Isabelle, Édith, Marguerite, Roger, and all the others.

CONCLUSION

The AECP and all its leaders are proud of this successful collaboration with Club Phénix, the other Tahitian clubs, and American Express. Long live the second edition in 2026!

