



PROMOTING PADDLE AND PLAY AS A RECREATIONAL ATTRACTION IN BALAYAN BATANGAS

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ABSTRACT

This study examined Paddle & Play, the first pickleball court in Balayan, Batangas, as a modern recreational attraction and its potential role in promoting the municipality as a tourism destination. Using a quantitative-descriptive design, data were gathered from 100 respondents through survey questionnaires to assess their perceptions of the facility in terms of accessibility, amenities and facilities, affordability, and visitor experience. Statistical tools such as weighted mean, standard deviation, t-test, and ANOVA were applied to interpret the data and determine significant differences in perceptions across demographic profiles.

Findings revealed that most of the respondents were young adults aged 18-24, with a majority being male and frequent respondents engaging in weekly activities. Results showed that respondents strongly agreed that Paddle & Play is highly accessible, well-maintained, affordable, and provides a satisfying overall experience. No significant differences were found across demographic groups, suggesting that the attraction appeals equally to diverse respondents. These outcomes indicate that Paddle & Play effectively combines recreation, wellness, and social engagement, positioning it as a valuable addition to Balayan's tourism portfolio.

The study concludes that Paddle & Play contributes to enhancing Balayan's image as a modern and inclusive destination that balances cultural identity with contemporary leisure.

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INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue III

December 2025

Available online at <https://www.instabrightgazette.com>



Based on the results, a promotional video was developed to highlight Paddle & Play's features and support the municipality's tourism marketing efforts.

Keywords: *Pickleball, Promotion, Recreational, Paddle and Play*



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