



[Bali Padel Tournament at Holywings Padel Club](#)

Driving Visibility, Destination Appeal, and Community Engagement at TUI BLUE Berawa

28–30 March 2026

The **Bali Padel Tournament**, held from **28–30 March 2026** at **Holywings Padel Club** within the TUI BLUE Berawa area, marked one of the most exciting sports and lifestyle activations hosted at the property.

Bringing together **16 major padel groups across Bali**, the tournament successfully created a vibrant and energetic atmosphere that positioned the venue as a key gathering point for the island’s growing padel and active lifestyle community.

More than just a sports competition, the event became a high-impact activation that significantly enhanced **TUI BLUE Berawa’s visibility, brand presence, and destination appeal**. The presence of a large-scale tournament helped attract not only participants and supporters, but also wider attention from lifestyle communities, social circles, and event-driven audiences across Bali.

The tournament also created a strong and dynamic environment for **in-house guests and visitors**, offering them the opportunity to experience the property in a more lively and engaging way. From the excitement of the matches to the social energy surrounding the event, the tournament added an extra layer of attraction, entertainment, and memorable moments to the overall guest experience.

As part of the collaboration, **Holywings Padel Club** played an important role in elevating the overall exposure of the venue by continuously bringing activity, audience movement, and recurring event momentum into the property. This partnership has contributed to making the area more visible, relevant, and active within Bali's sports and lifestyle scene.

Beyond the tournament itself, the collaboration also supports the broader positioning of TUI BLUE Berawa as more than just a place to stay — but as a **lifestyle-driven destination** where hospitality, sport, social energy, and community engagement come together.

Through events like this, TUI BLUE Berawa continues to strengthen its identity as a destination that attracts not only leisure travelers, but also communities, partnerships, and high-energy experiences that add real value to the property.

Documentation :





