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# Sportpark Nord Nürnberg – A Vibrant Example of Successful Racquet Sports Facility

Sportpark Nord, located in Nürnberg, Germany, stands as a beacon of innovation and community spirit in the world of racquet sports. Originally built in the 1980s, the facility has not only withstood the test of time but has also transformed into a forward-looking hub that exemplifies the immense potential of revitalized sports infrastructure.



Under the leadership of Markus Sojka, Sportpark Nord has been reimagined as a multifunctional and inclusive environment. Today, it offers a diverse mix of squash, padel, badminton, and fitness, all under one roof, delivering state-of-the-art facilities while fostering a dynamic social and community-oriented atmosphere.

## The Evolution of the Facility – From Squash Stronghold to Multifunctional Center

Sportpark Nord was established in the early 1980s, during the squash boom, and originally offered 23 squash courts. Over the decades, the facility adapted flexibly and with foresight to shifting demands: it was gradually renovated, modernized, and aligned with today's needs. Today, it stands as one of Germany's most versatile racquet sports facilities, uniting multiple disciplines under one roof.

Squash remains a strong focus: **three active clubs** call the Sportpark home, promote grassroots participation, and organize regular training sessions and competitions. Markus is especially proud of his **Bundesliga team**, composed primarily of local talent from Nürnberg and the surrounding region. This team exemplifies the Sportpark's successful youth development and sustained commitment to high-performance sports.

## Multifunctional Orientation: Squash, Padel, Badminton, Fitness and More

Once a purely squash facility, the Sportpark is now a **model for the successful integration of various racquet sports**. In addition to **11 squash courts** (including one of the few **glass courts** in Germany), guests can enjoy:

- 2 indoor padel courts
- 5 badminton courts
- A 500 m<sup>2</sup> gym,
- Table tennis
- A well-equipped **sauna and wellness area**



Markus Sojka was also **one of the first operators in Germany** to invest in the padel trend. As early as 2017, he recognized the potential of the new sport and installed the first indoor courts. This pioneering move paid off – today, the courts are regularly fully booked, and **padel has become one of the Sportpark's core pillars**.

## The Social Component as a Key to Success





Markus emphasizes the **social aspect** of Sportpark Nord: people don't just come here to play – they often stay for hours afterward. A **vibrant club culture**, casual gatherings like the “Monday Meetup”, and numerous events create a unique atmosphere. Many guests come specifically to meet friends or make new ones – “like one big family,” as Markus describes it.

It's no coincidence that the Sportpark's **restaurant area is exceptionally successful** – with over **1,200 crates of beer sold each year**, it's a clear sign of the strong social bonds among guests.

## The Future of Padel: Opportunities and Challenges

Markus speaks openly about the challenges associated with the **rapid growth of padel**. While many new facilities in Germany lack personal engagement, Markus consciously focuses on **personal interaction** with his guests – a strategy that ensures long-term success. At Sportpark Nord, players are always welcomed with **individual attention**, including explanations of game rules, equipment, and guidance for getting started.



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## Vision and Goals: Strengthening Squash, Hosting International Tournaments

A major milestone was the recent installation of the **glass squash court**. Markus has **ambitious goals**: he wants to turn Sportpark Nord into a regular venue for **international events**, particularly with an eye toward **Olympics and world-class squash tournaments**. Already today, the facility is a popular and well-known destination for players from across **Germany and Europe**, hosting high-level events like **German Championships and European ranking tournaments**.

What sets the Sportpark apart from many others is summarized perfectly by Markus: “**Squash, padel, badminton, and fitness complement each other perfectly, create valuable synergies, and strengthen the community.**” All of this works so well because Markus Sojka and his team engage every guest personally and with passion.

## A Sustainable Racquet Facility Concept for the Future

Sportpark Nord clearly demonstrates that success isn’t driven by trends alone – it’s built on the **right mix of athletic quality, social cohesion, and a strong vision**. Every day, Markus proves that it's possible to combine **tradition with innovation** in a smart way – and that’s exactly what resonates with the guests.

Sportpark Nord Nürnberg – a model for the future of racquet sports in Germany.