

# Tennis Key Messaging Points



**TENNIS is the fastest growing traditional sport in the U.S.** (up 43% from 2000 to 2008, according to research by the SGMA) and has been on an upswing most noticeably over the past five years, validating the strong cooperation among the stakeholders in our industry to work together to grow the game. Through a series of grassroots initiatives, a focus on health & fitness benefits, an excitement provided by the pro game's positive role models and an infrastructure that supports development and consumer connections ... the tennis industry as a whole has created a healthy growth spotlight for our sport.

## U.S. Tennis Participation 2003 - 2008

Survey	Method	Year	# Players	Year	# Players	Growth	% Growth
USTA/TIA Player	phone	2003	24.0 million	2008	26.9 million	+2.9 million	+12.1%
SGMA SPP Player	online	*2005	14.3 million	2008	18.6 million	+4.3 million	+30.0%
NSGA Player Survey	mail	2003	9.6 million	2008	12.6 million	+3.0 million	+31.3%

\*SGMA Survey switched from mail to online in 2005

## Tennis Industry Sales 2003 – 2008

Survey	Method	Year	# Units	Year	# Units	Growth	# Growth
TIA Ball Shipments	actuals	2003	113.5 million	2008	131.9 million	+18.4 million	+16.2%
TIA Racquet Shipment (total racquets)	actuals	2003	3.14 million	2008	4.53 million	+1.39 million	+44.3%
TIA Racquet Shipment (jr.racquets)	actuals	2003	0.75 million	2008	1.39 million	+0.65 million	+87.7%

### KEY MESSAGING POINTS:

- Tennis is a healthy, lifetime sport for all ages that's fun, family, friends, and fitness
- Tennis is affordable, accessible and has positive role models
- Tennis has a unified industry that works together to grow the sport

### Player Participation

- Tennis is the fastest growing traditional sport in the U.S.—up 43% since 2000.
- There are nearly 27 million players, the highest level in 15 years • 6 million new players tried tennis for the first time in 2008.
- Tennis play occasions surpassed 600 million for the first time ever (up 33% from 2003).

### Retail Sales From 2003 – 2008:

- Racquet shipments increased 88% in the youth market and 30% in the adult market • Ball shipments are up 16%.

### Unified Industry Support

- Solid research led to industry-wide initiatives, such as Tennis Welcome Centers, Cardio Tennis and QuickStart Tennis for kids.
- The USTA has invested heavily in parks and schools to ensure that tennis programming reaches players and potential players.

### Grassroots Initiatives

- A GrowingTennis System (growingtennis.com) consists of a national database of 20,000+ facilities and industry contacts
- The database is searchable for location, events, programs (initiative based) and playing partners, and includes manufacturers, retailers, court builders, and media, plus an online program calendar that receives 2 million consumer queries monthly.

### Professional Tennis

- Pro tennis athletes—such as Serena, Maria, and Rafa—are mainstream superstars and among the most recognizable sport figures.
- Total website visits in 2008 to USOpen.org topped 39 million for the first time, an increase of 33% vs. 2007.

### Tennis on TV

- In 2009, there will be more tennis on television than ever before. 2008 set a record at 3,150 hours of tennis.

(See Additional Messaging Points on next page – For more information or an industry contact list email – [info@tennisindustry.org](mailto:info@tennisindustry.org) call toll-free 866-686-3036 or visit [TennisIndustry.org](http://TennisIndustry.org) / [TennisIndustryNews.org](http://TennisIndustryNews.org)

## **Additional Key Points:**

### **Player Participation**

- There are nearly 27 million players, the highest level in 15 years / 6 million new players tried tennis for the first time in 2008.
- Tennis play occasions surpassed 600 million for the first time ever (up 33% from 2003).
- Frequent players (those playing 21+ times/year) increased 7% to 5.62 million in 2008 (and a 23% increase from 2003).
- Frequent players are playing more often, averaging 84.8 times a year, up from 74.1 times in 2003.

### **Retail Sales From 2003 – 2008:**

- Racquet shipments increased 88% in the youth market and 30% in the adult market. • Ball shipments are up 16%.
- In wholesale dollars, racquet shipments are up 29 percent since 2003.
- Racquet sales at specialty stores have grown 26% since 2003, although current economic conditions have begun to affect the market, as dollar sales from 2007 to 2008 slipped 3%.

### **Unified Industry Support**

- A GrowingTennis System (growingtennis.com) for providers and consumers consists of a national database of 20,000+ facilities. The database is searchable for location, events, programs and partners, and includes manufacturers, retailers, court builders, and media, plus an online program calendar.
- Every month, there are more than 2 million consumer queries to the information in this national GrowingTennis database.
- Solid consumer and industry research has revealed opportunities that have helped the sport grow.
- Industry-wide initiatives are research-based—such as Tennis Welcome Centers, Cardio Tennis and QuickStart Tennis.
- The USTA has invested heavily in parks and schools to ensure tennis infrastructure to reach consumers with tennis programming.

### **Grassroots Initiatives**

- The tennis industry has developed a strong infrastructure that includes more than 2,600 Tennis Welcome Centers, 1,800 Cardio Tennis sites and over 1,000 sites using the new QuickStart Tennis format for teaching kids ages 10 and under.
- On average, each Tennis Welcome Center brings 39 new players to tennis.
- Cardio Tennis is offered at more than 1,800 facilities nationwide, and that number continues to grow. CT features group drills to give players of all abilities a high-energy workout to get in shape, stay in shape, and have fun. CT is expanding internationally.
- The QuickStart Tennis format brings kids 10 and under into tennis by using a progressive format to teach basic skills on shorter courts, using smaller racquets, low-pressure balls and modified scoring. The QST format is now used in 1,000 locations across the country, including in schools. Tennis is being offered to more and more kids through school programs and other curriculum.
- In high schools, nearly 1,800 coaches have a “No-Cut” tennis team program. In colleges, Tennis on Campus brings more than 30,000 participants into the game on 500 campuses.

### **Professional Tennis**

- Pro tennis athletes—such as Serena, Maria, and Rafa—are mainstream superstars and among the most recognizable sports figures.
- 2008 US Open attendance hit a record 720,227. The US Open is the best-attended annual sporting event in the world.
- In 2009, The ATP implemented the largest set of changes since it was formed, including creating two strong top tiers in key markets: nine Masters 1000 tournaments in the U.S., Europe and Asia and eleven 500s events in the U.S., Europe, Latin America and Asia. Player commitments ensure the best players at the best tournaments during the best weeks.
- Attendance at all 2009 ATP events through March hit nearly 1.45 million fans, up from 1.44 million in 2008.
- During the BNP Paribas Open and Sony Ericsson Open in March, more than 8.3 million people visited atpworldtour.com. Through March, the website had nearly 24 million visitors, up from 19 million in 2008.
- The Sony Ericsson WTA Tour’s Roadmap 2009 initiative ensures top players meet each other on the Tour’s biggest stages.

### **Tennis on TV**

- In 2009, there will be more tennis on television than ever before. 2008 set a record at 3,150 hours of tennis, up 136% since Tennis Channel was launched in 2003, which is now in 26 million homes nationwide.
- The rating for the 2008 US Open women’s final was up 57% over 2007 and was the highest rating since 2002.
- The nine ATP Masters Series events and the World Tour Finals generated 26,216 hours of dedicated coverage in 2008 (a 19% increase over the hours transmitted in 2007), reaching a cumulative audience of 288.2 million.
- The Olympus US Open Series of summer hard-court tournaments continues to gain viewers—doubling since its inception in 2004.

### **USOpen.org**

- In 2008, total visits topped 39 million for the first time, an increase of 33% vs. 2007.
- Unique visitors, from more than 200 countries, topped 9 million, an increase of 26% over 2007’s record total. Total page views exceeded 222 million for the first time. • More than 4.4 million videos were viewed on USOpen.org—57% more than in 2007.