

# Tennis Key Messaging Points



**Tennis is the fastest growing traditional sport with 27 million players**

**Tennis is a fun way for people of all ages to get fit and stay healthy - the sport for a lifetime!**

**Tennis is affordable and accessible with easy-to-find programs, partners and places to play**

"Racket UP, America!" was just one of the outcomes from a special TIA Tennis Summit held in April to help address the changing marketplace and work together toward building a healthy roadmap for our sport. In July, a follow-up summit was held to further define ways to improve the overall health for our industry. Task forces were established to address economic benchmarks, industry communication and consumer awareness, and frequent player growth.

We look forward to sharing these plans and goals for the industry at the TIA Tennis Forum, Tuesday, September 1st 7:30-8:30 am, Manhattan Ballroom, Hyatt, NYC

**Be sure to visit the following web sites (right) to get involved:**

- **PlayTennis.com/partner** site for the "Racket UP, America" promotion to download web banners, ads, flyers, email templates, press releases, and more. This industry-wide/manufacture-wide/retailer-wide promotion is positioned to initiate a broader PR & awareness campaign for our sport and help stimulate consumer purchases at retail. Thank you for your support of "Racket Up, America!"

- **GrowingTennis.com** site is the one-stop trade website to get involved with the initiatives and industry. The site was revamped in July with many new features for facility providers and now for retailers as well, to post their information that can be searched on consumer sites such as USTA.com, Tennis.com, TennisChannel.com and others plus TennisWelcomeCenter.com, CardioTennis.com & QuickStartTennis.com - consumer traffic is now averaging 2 million queries monthly to the info postcards.

- **Tennisindustry.org** site for tennis industry news and information with the latest **RSI newsfeeds featuring TIA member news**, industry calendar, TIA/RSI special section inserts, GrowingTennis newsletters and archives, quick links to industry partners, industry newsletters, research and a tennis media and industry searches.

- **TennisConnect.com** has recently added a Retailer component that includes an online catalog, stringing center and racket demo system that gives businesses a store front to display authorized manufacturer product. This is in addition to the online court scheduler, unlimited group email system, business management and website development tools.

## Media Update:

TIA and USTA have recently had interviews with Sports Illustrated, AP, ESPN and other media sources who have had interest in the tennis growth story. Since the launch of Cardio Tennis in 2005 we have been involved with The Sherry Group and to-date they have helped arrange more than 1000 articles, with 600+ million impressions and a Cost of Advertising Value of nearly \$8 million.

## Research Update:

- TIA Racquet Census – 2<sup>nd</sup> quarter units down 9% / dollars down 4.1%
- TIA Tennis Ball Census – 2<sup>nd</sup> quarter units were relatively flat, up .9%
- TIA/SMS Specialty Store Racquet Survey saw racquet sales finish 9% down in both dollars and units but starting a positive trend upward from earlier months

**For more information 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)**

Date	Event	Location
08/02/09	USTA National Championships	Indian Wells, CA
08/03/09	USTA National Championships	Indian Wells, CA
08/04/09	USTA National Championships	Indian Wells, CA
08/05/09	USTA National Championships	Indian Wells, CA
08/06/09	USTA National Championships	Indian Wells, CA
08/07/09	USTA National Championships	Indian Wells, CA
08/08/09	USTA National Championships	Indian Wells, CA
08/09/09	USTA National Championships	Indian Wells, CA
08/10/09	USTA National Championships	Indian Wells, CA
08/11/09	USTA National Championships	Indian Wells, CA
08/12/09	USTA National Championships	Indian Wells, CA