

Who We Are

The Tennis Industry Association is the not-for-profit trade association for the sport that **promotes** the **growth** of **tennis** and **economic** vitality of the industry.

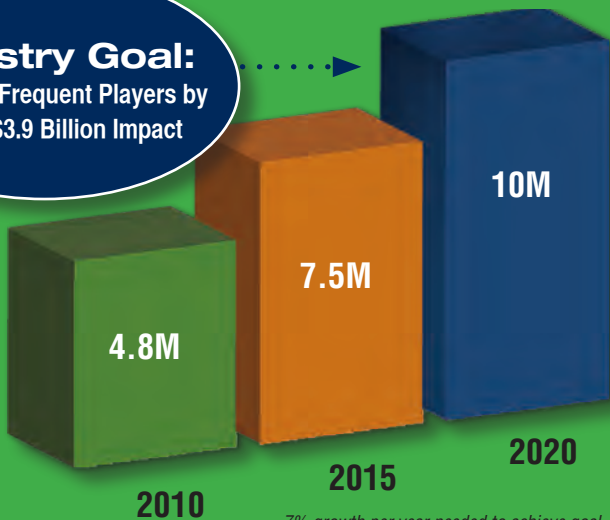


What's In It for YOU?

Growth of Tennis & the Tennis Economy

Promoting frequent player growth and the economic growth of tennis by developing and providing technology, tools and resources for the industry to support grow-the-game efforts with the USTA and industry partners.

Industry Goal:
10 Million Frequent Players by
2020 = \$3.9 Billion Impact



7% growth per year needed to achieve goal

Communications & Positioning

TIA

TIA has the largest tennis industry specific database

TIA is enhancing communications & positioning to create greater awareness for tennis industry efforts and increase demand for tennis.



4 million+
consumer queries
monthly on TIA
searches

TennisIndustry.org
is 'central information
portal' for trade-based news,
initiatives, and updates

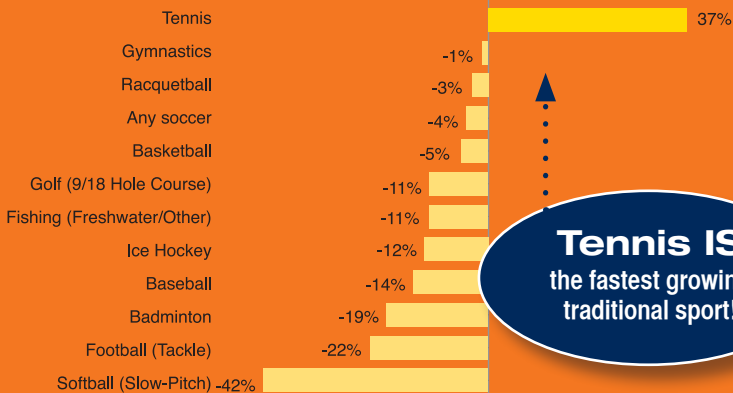
Newsletters, news
alerts, press releases,
articles & websites
keep the industry
informed and generate
awareness

The Number One Source for Tennis Research

TIA conducts and publishes nearly 80 tennis research reports annually to the industry and its partners that are crucial to the decision-making process for tennis businesses and organizations.



Tennis Leads Traditional Sports In Participation Growth Rate

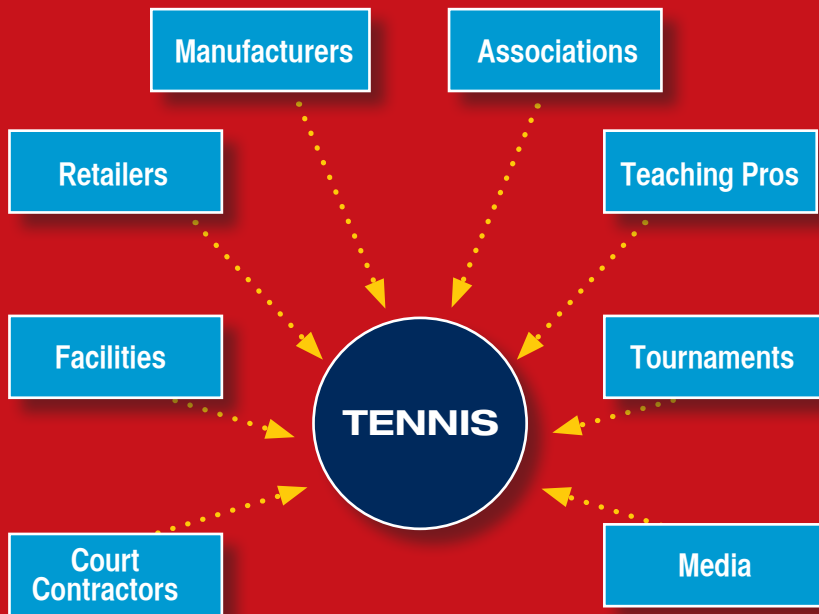


Tennis IS
the fastest growing
traditional sport!

Source: Physical Activity Council's Sports, Fitness, and Recreation Participation Report (2000-2011)

Unifying the Industry Under One Brand – TENNIS

Working Together – The TIA continues to support key initiatives for the common branding and promotion of **TENNIS** to strengthen our sport and industry.



Get Involved

OUR MEMBERS are valued contributors who support TIA's efforts to build participation and economic growth through key initiatives, the development of technology platforms, market research and the tools and resources that help YOU, your business and the industry grow!

The TIA Board is represented by the leading manufacturers, organizations, associations and businesses that are representative of the tennis industry as a whole and dedicated to working together to build the brand of TENNIS!

The TIA together with the USTA and our industry partners drive
PlayTennis.com • YouthTennis.com
GrowTennis.com • CardioTennis .com
TennisConnect.com • CareersInTennis.com

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Support your industry-get involved at TennisIndustry.org