

MORE CANADIANS ARE PLAYING TENNIS



Nearly **5 million** Canadians picked up a racquet and hit the courts in the past year.

The **1st time** participation has grown since the COVID-19 pandemic.

Tennis is the

4th most popular sport in terms of interest in Canada...

- HOCKEY
- SOCCER
- BASKETBALL
- TENNIS**
- GOLF
- BADMINTON
- CURLING
- PICKLEBALL
- SQUASH

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and **5th in participation**

Survey conducted by YouGov Canada online in English and French (October 12-23, 2023)

10% more young Canadians* claimed to be interested in tennis in 2023 versus 2022.

11% more young Canadians played tennis in 2023 versus 2022.

*6-17 year olds

YOUTH SERVE AN ACE IN PARTICIPATION & INTEREST RATES

More than **20%** of young Canadians played tennis in the past year. And they are more likely to be Core Tennis Players*.

*played 10+ times in the past year

25% of Canadians aged under-12 played tennis in the past year.

9% are considered Core Tennis Players.

88% of players from 2023 intend to play again in 2024.

NO SIGNS OF DOUBLE-FAULTING IN 2024

30% of Canadians aged 12+ say they will play tennis in the next year (highest since 2019).

...parents of young Canadians say they will enroll their children in tennis programming next year (up from 23% in 2022)

60% of new Canadians* plan on trying tennis in the next year

*lived in Canada less than 10 years



INSPIRATION, CAPACITY BUILDING & PROGRAMMING HOLD THE KEY

Canadians are being inspired to take up tennis by the success of our high-performance athletes.

In 2023, Canadians...

- Were crowned World Champions with Team Canada's **1st Billie Jean King Cup title**
- Claimed a **Grand Slam title** (Gabriela Dabrowski / Erin Routliffe – US Open women's doubles)

- Won **39 titles** on the professional tours (20 singles, 19 doubles)

- Reached **2 more Grand Slam finals** (Leylah Annie Fernandez – Roland Garros women's doubles, Bianca Andreescu – Roland Garros mixed doubles)

Accessibility to courts is increasing, thanks to two stand-out programs...

Interest in the National Bank Open presented by Rogers continues to grow with attendance records set in both cities in 2023:



219,000+ fans attended the National Bank Open in Montreal, a record for a women's edition of the event in Quebec

175,000+ fans attended the National Bank Open in Toronto, a record for the Ontario event

Year-Round Community Tennis Courts

Presented by **ROGERS**

26 courts have been covered, providing year-round access to tennis for...

5 domed tennis facilities built

4.1 million Canadians

MORE PROJECTS ARE TO COME IN 2024!



Play Your Court

2 parks received funding in 2023 to revitalize their outdoor facilities:

- Stanley Park (Vancouver, BC)
- White Oaks Park (London, ON)

Tennis Canada is providing funding to programs with a focus on increasing participation among women and girls:

ROGERS First Set

Rogers First Set is designed to inspire youth and families in communities across Canada to try tennis and learn fundamental tennis skills. In 2024, the program will be rolled out in:

all **10 provinces**



Game.Set.Equity. COMMUNITY TENNIS GRANTS

10 programs across the country received \$5,000 each in funding.

And Tennis Canada is introducing new right-sized programming for youth across the country..



TENNIS IS ON THE RISE, AND YOUTH ARE LEADING THE CHARGE