

McMahon & Associates
Consultants for the Tennis Industry

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Responding to Growth in Tennis Participation in your Programming & Marketing

Tennis is the Fastest Growing Traditional Sport...Participation is up 43% since 2000...Is your tennis program prepared for this growth?

The latest research by the Sporting Goods Manufacturers Association continues to show impressive news for tennis participation. From 2000 through 2008, tennis was the fastest growing sport in the U.S., increasing participation by 43 percent over every other traditional sport. A distant second place is another racquet sport, racquetball, increasing 11.6 percent in those eight years. The only other sports to show participation increases since 2000 are soccer (up 2.2 percent) and basketball (.1 percent). Every other traditional sport declined in participation, including golf (down 4.3 percent).

Results for all sports from the SGMA survey can be found at:

<http://www.mcmahonassociatesconsulting.com/pages/gamcmahon/pdfs/TennisFastestGrowingSport.pdf>

Much of the growth in tennis is being seen in two distinct demographic segments; Children ages 5 - 14 and "seasoned" adults ages 55+, many of whom are returning to the sport. If either of these demographics represents a significant segment of your membership what can clubs do to insure that the needs of members are being met? Tennis Programs such as Quickstart Tennis (for children 10 & under; Cardio Tennis (for members wanting a good cardio workout) and Welcome Back to Tennis (for the senior market) should be staples of almost every tennis program but are just the start!

Targeting and reaching these markets with relevant and timely program information requires more than a 1/4 page in the club newsletter. Technology and marketing campaigns (no, "marketing" is not a dirty word to your members if done "quietly") now exist which can help clubs reach above the clutter which fills the lives of members and that can introduce tennis programming with a family, friendly and fitness message.

I am happy to take a deeper dive on this subject if you would like to contact me.

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