

## **2024 Talking Points**

### **USTA SC Advocacy Week & National Tennis Month &**

*To use in any setting where you are talking about tennis.*

- Tennis has enjoyed 4 consecutive years of significant growth. From 2019 to 2023, the percentage of the US population playing tennis at least once in a year bounced up from 5.8% to 7.7%.
- The US Tennis Association has set a goal to have 10% of the US population playing tennis by the year 2035, which would make the US the No. 1 tennis-playing nation in the world with 35 million players.
- The number of people playing tennis is more than the combined number of people playing pickleball, badminton, racquetball, and squash.
- Playing tennis adds nearly 10 years to your life. More than any other sport or activity. Participation in sports is an effective way to enhance your overall health and well-being.
- USTA's mission is to improve lives by developing and promoting the growth of tennis. But it is also focused on improving the playing experience for those who choose the sport.
- USTA SC is focused on increasing the number of accessible, public tennis courts across the state. USTA has pledged \$3 million to refurbish tennis courts across the United States.
- Currently, the US has approximately 247,000 traditional size tennis courts, not enough to keep up with the projected growth. The USTA aims to have 1 court for every 100 players.
- USTA SC annually commits thousands of dollars in program grants and equipment in communities where tennis is played. Our commitment to inclusion involves players of all abilities. And many of our wheelchair tennis players compete on the national level.
- As a non-contact sport, tennis is safe to play and provides the richness of recreational as well as competitive play.
- The participation numbers are strong evidence of a united tennis industry that worked together to ensure that tennis not only survived but that it thrived.
- USTA SC has more than 15,000 league players in South Carolina and thousands more who play recreationally through its programs.
- USTA SC's commitment to tennis extends far beyond offering programs and league play. Our partnerships with local providers and facilities, as well as with schools, yield powerful results.