

the world
has been
turned
upside
down

TENNIS INNOVATION CONFERENCE 2023



Carlos Salum Jolyn de Boer



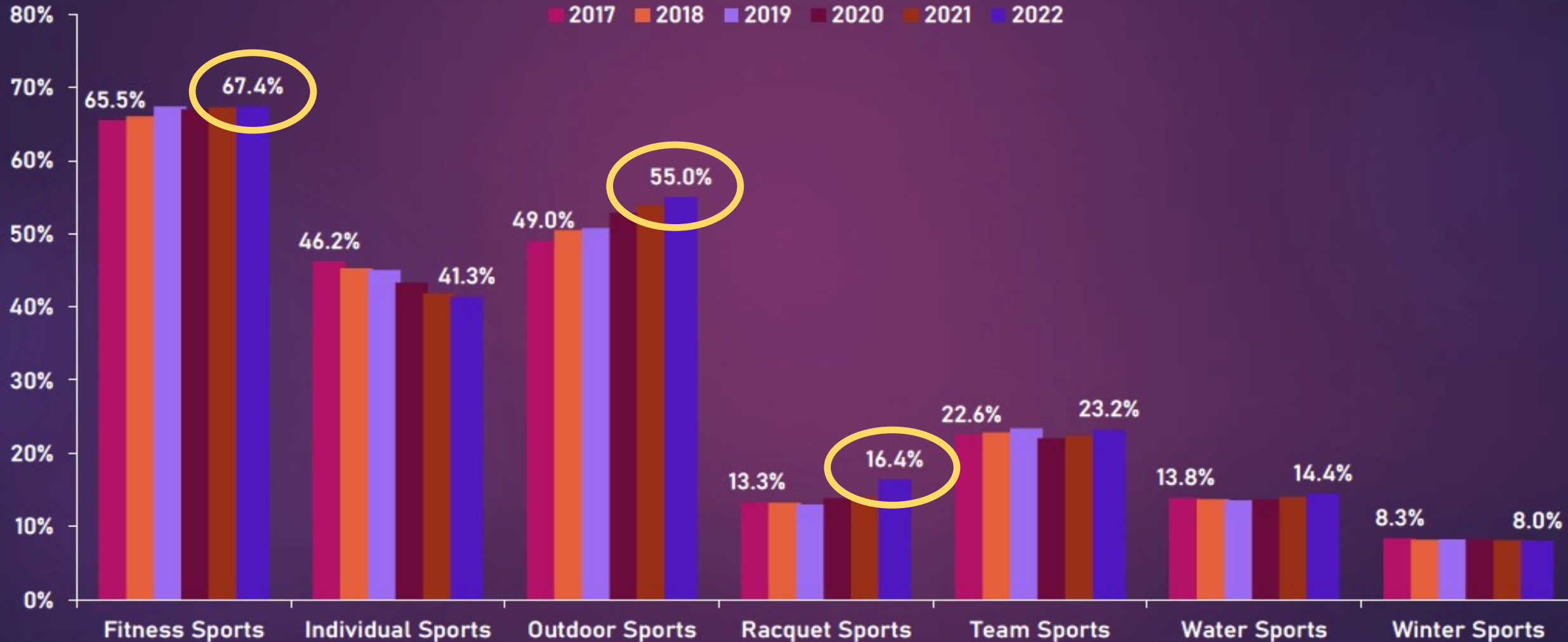


The Pandemic has forever changed society and sports

Almost 70% of Americans stated that they became more aware of the importance of being physically active since living through the COVID-19 pandemic

Certain “pandemic-friendly” activities remain strong and accelerated trends, especially Pickleball.

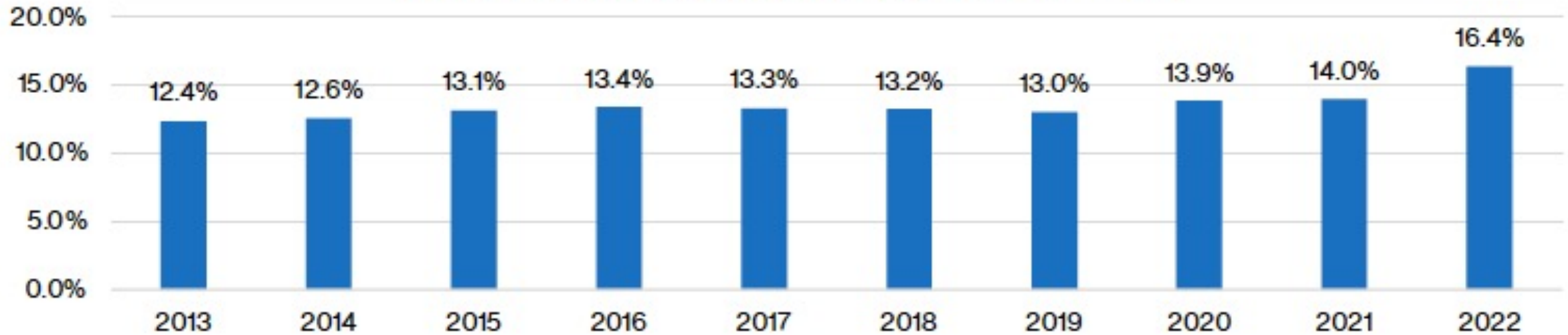
2017 - 2022 Total Participation Rates by Sports Category Trended





THE CASE FOR RACQUET SPORTS

Racquet Sports Participation Rate - 10 Year Trend



Racquet sports have seen the largest gain in participation in 2022, increasing by 17.6% or around 8 million participants from 2021.

Pickleball leading the way with an 85.7% year-to-year growth.

Racquet Sports: Badminton, Cardio Tennis, Pickleball, Pop Tennis, Racquetball, Squash, Table Tennis, and Tennis

Racquet Sports											
	Definition	2017	2018	2019	2020	2021	2022	1-year change	3-year change	3-year AAG	5-year AAG
Badminton											
Total participation		6,430	6,337	6,095	5,862	6,061	6,490	7.1%	6.5%	2.2%	0.3%
Casual	1-12 times	4,564	4,555	4,338	4,129	4,251	4,636	9.1%	6.9%	2.4%	0.4%
CORE	13+ times	1,867	1,782	1,756	1,733	1,810	1,855	2.4%	5.6%	1.9%	-0.1%
Cardio Tennis											
Total participation		2,223	2,499	2,501	2,503	2,608	2,812	7.8%	12.4%	4.0%	4.9%
Pickleball											
Total participation		3,132	3,301	3,460	4,199	4,819	8,949	85.7%	158.6%	40.6%	26.4%
Casual	1-7 times	1,923	2,011	2,207	2,835	3,454	6,647	92.5%	201.2%	47.6%	31.4%
CORE	8+ times	1,210	1,290	1,253	1,364	1,365	2,302	68.6%	83.7%	25.8%	16.3%
Racquetball											
Total participation		3,526	3,480	3,453	3,426	3,260	3,521	8.0%	2.0%	0.8%	0.1%
Casual	1-12 times	2,451	2,407	2,398	2,476	2,270	2,583	13.8%	7.7%	2.9%	1.3%
CORE	13+ times	1,075	1,073	1,055	950	990	938	-5.2%	-11.0%	-3.6%	-2.6%
Squash											
Total participation		1,492	1,285	1,222	1,163	1,185	1,228	3.6%	0.5%	0.2%	-3.6%
Casual	1-7 times	1,044	796	747	669	720	816	13.3%	9.2%	3.5%	-3.9%
CORE	8+ times	447	489	476	495	466	413	-11.3%	-13.3%	-4.4%	-1.3%
Table Tennis											
Total participation		16,041	15,592	14,908	16,854	15,390	15,824	2.8%	6.1%	2.4%	0.0%
Casual	1-12 times	11,834	11,388	10,708	12,266	10,749	11,322	5.3%	5.7%	2.5%	-0.4%
CORE	13+ times	4,207	4,205	4,199	4,587	4,641	4,502	-2.0%	7.2%	2.5%	1.4%
Tennis											
Total participation		17,683	17,841	17,684	21,642	22,617	23,595	4.3%	33.4%	10.4%	6.2%

While positive news that more people got active in sports and fitness – this only reflects a very small percentage of the population

MORE THAN 80% OF THE POPULATION
REMAIN TOTALLY INACTIVE

HUNDREDS OF MILLIONS OF PEOPLE JUST DON'T MOVE

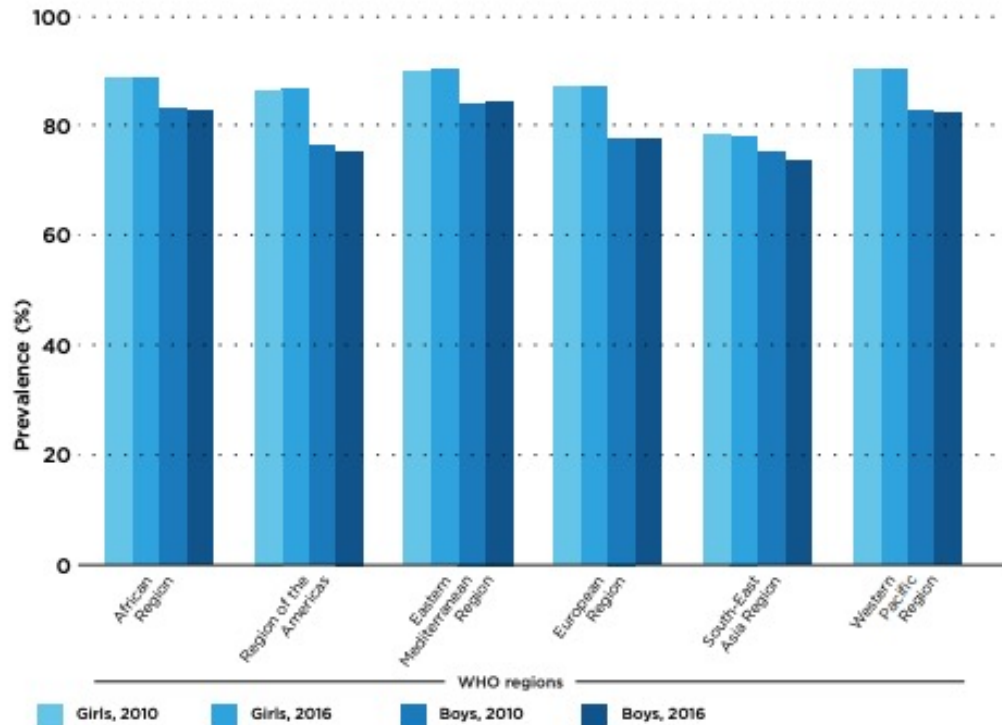
We are in a **GLOBAL INACTIVITY PANDEMIC !**



We are in a GLOBAL INACTIVITY PANDEMIC !

More than 80% of today's youth are physically inactive by WHO standards

Prevalence of school children aged 11-17 years not meeting WHO physical activity guidelines, by WHO region, 2010 and 2016



Globally, almost 500 million new cases of preventable diseases occurring by 2030, incurring treatment costs of just over US\$ 300 billion annually if there is no change in the current prevalence of physical inactivity.

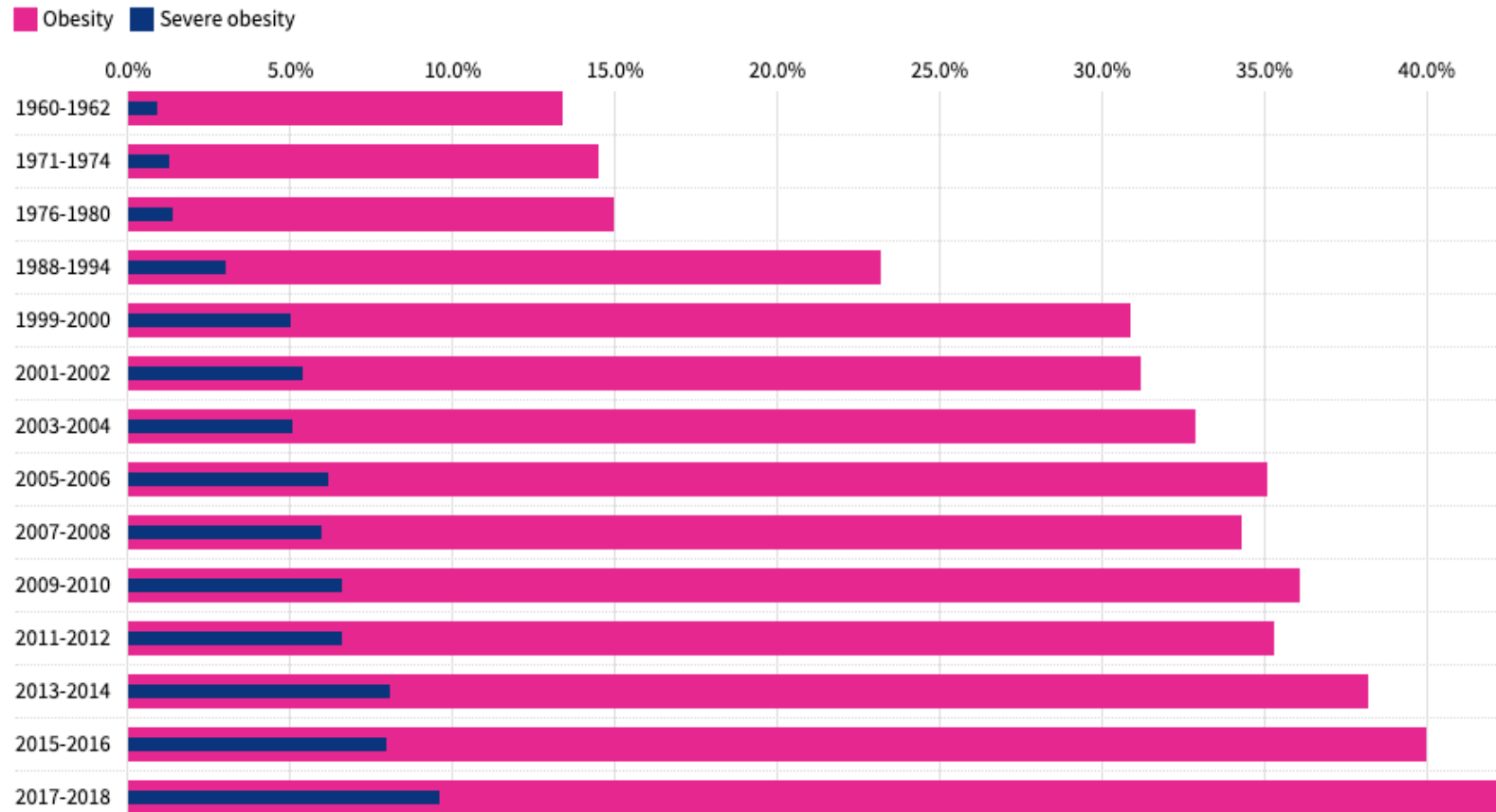
Three quarters of all cases will occur in lower- and upper-middle-income countries.

The largest economic cost is set to occur among high-income countries, which will account for 70% of health-care expenditure on treatment.

OBESITY RATES have more than TRIPLED since 1960s

Nationwide obesity rates have more than tripled since the 1960s.

Age-adjusted nationwide obesity and severe obesity rates according to National Health and Nutrition Examination Surveys



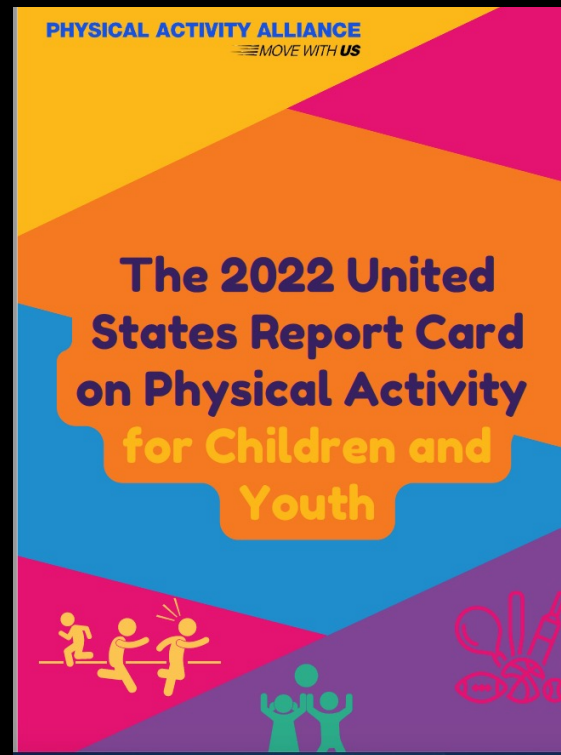
This accounts for the population between the ages of 20-74. The obesity category already includes severe obesity.

Source: [Centers for Disease Control and Prevention, National Center for Health Statistics](#) • [Get the data](#) • [Embed](#) • [Download image](#) • [Download SVG](#)

PHYSICAL INACTIVITY

2022 YOUTH REPORT CARD

D-



SUMMARY OF 2022 REPORT CARD INDICATORS AND GRADES

Indicator	Grade
Overall Physical Activity	D-
Active Transportation	D-
Organized Sport Participation	C
Active Play	INC
Sedentary Behaviors	D
Sleep	C+
Physical Fitness	C-
Family and Peers	INC
School	D-
Community and Built Environment	C

THE FUTURE OF SPORT - OUR NATION'S YOUTH ARE IN TROUBLE

Kids that are physically inactive and don't learn how to jump, throw, run, catch are less likely to become future players, fans and consumers AND engage in lifetime sports! Their mental and physical health is impacted ... they become ticking time bombs if this isn't changed!



KIDS' PHYSICAL INACTIVITY

38TH

LAST PLACE

US KIDS ARE RANKED LAST **IN PHYSICAL HEALTH** AMONG 38 COUNTRIES: UNICEF

47TH

US KIDS ARE RANKED 47TH OUT OF 50 COUNTRIES **IN FITNESS:** BJSM

90%

50 MILLION US KIDS (90%) ARE NOT ACTIVE TO CDC PHYSICAL ACTIVITY STANDARDS

3/4

NATIONAL SECURITY ISSUES: 3/4 OF ALL TEENS **ARE NOT FIT ENOUGH TO JOIN THE MILITARY**

50%

ALMOST 50% OF SCHOOLS HAVE **NO PE;** AVERAGE BUDGET FOR PE IS \$462 PER YEAR

LOW INCOME AMERICANS ARE

MUCH MORE INACTIVE & UNHEALTHY

18%

**OF
HIGH-INCOME
AMERICANS ARE
TOTALLY INACTIVE**

41%

**OF
LOW-INCOME
AMERICANS ARE
TOTALLY INACTIVE**

NOT ACTIVE 1 TIME IN THE PAST YEAR IN OVER 100 DIFFERENT ACTIVITIES

GETTING KIDS PHYSICALLY ACTIVE— IS THE SOLUTION

“Exercise is the Miracle Drug”

- Dr. Thomas Friedman, former CDC Director

PHIT AMERICA SOLUTION TO THIS PANDEMIC

GO “WHERE ALL THE KIDS ARE” - SCHOOLS

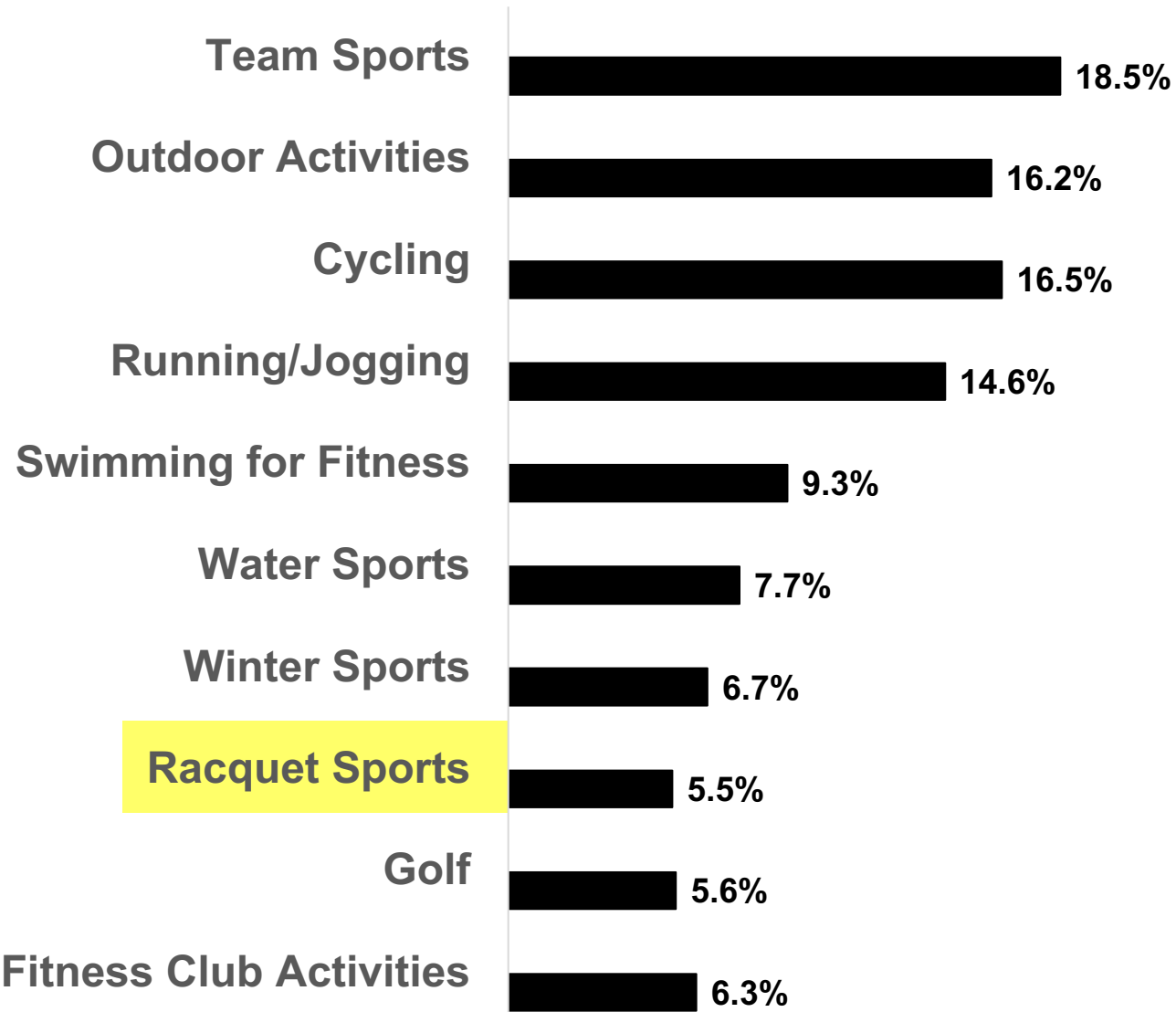
REBUILD PHYSICAL ACTIVITY PROGRAMS

WE CREATE



HEALTHIER, SMARTER, HAPPIER

SCHOOL PHYSICAL EDUCATION PROGRAMS CREATE MORE ACTIVE KIDS OUTSIDE OF SCHOOL

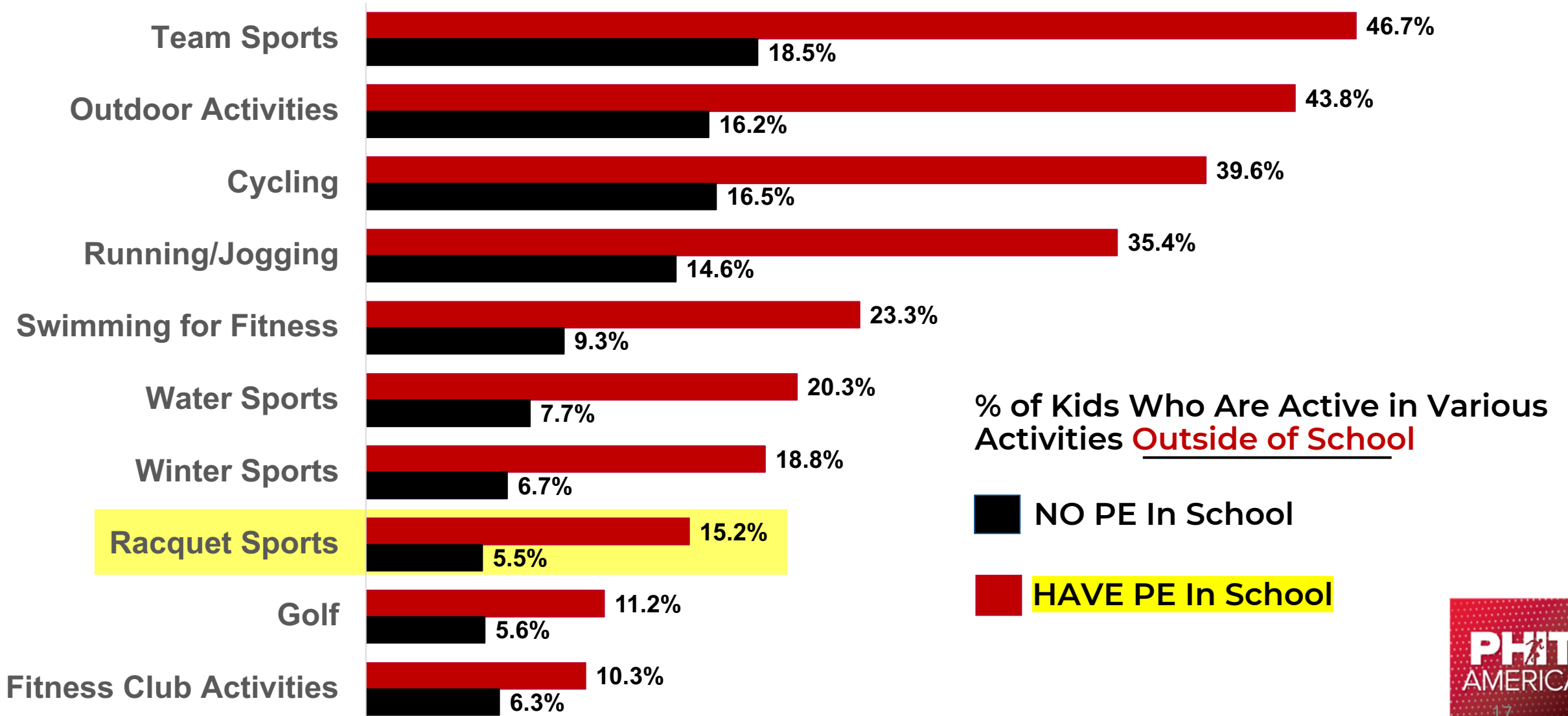


% of Kids Who Are Active in Various Activities **Outside of School**

■ NO PE In School

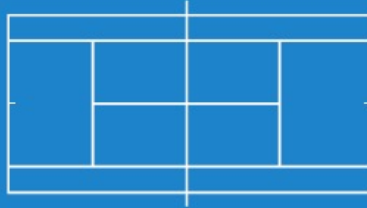
SCHOOL PHYSICAL EDUCATION PROGRAMS

CREATE MORE ACTIVE KIDS **OUTSIDE OF SCHOOL**



Top 10 Reasons to Play Tennis

THE SPORT FOR A LIFETIME



Your Body

GET FIT

Lose Weight, Burn Calories
An hour of singles play can burn 580–870 calories.

According to Oja, et al, Brit J Sports Med, 2016

LIVE LONGER

Playing just 3 hours/week will reduce your risk of heart disease 56%.

According to a 2016 Harvard University study

STRENGTHEN HEART, MUSCLES, AND BONES

Compared to other sports, tennis players have the lowest incidence of cardiovascular disease.

40-year study conducted by Johns Hopkins University

DEVELOP HAND-EYE COORDINATION

Playing tennis involved several skills that all contribute to good hand-eye coordination. You can improve your agility, balance, coordination, reaction time and more.



Your Life

ENJOY FAMILY AND FRIENDS

Great for the whole family no matter what your age. With minimal equipment needed and plenty of courts nearby, it's easy to bring a friend or find one on the courts.

DEVELOP TEAMWORK AND SPORTSMANSHIP

From doubles play to team and league play, tennis develops your ability to communicate and work together.

IMPROVE SOCIAL SKILLS

Tennis outperforms all other sports in developing positive personality characteristics.

According to a study by Dr. Jim Gavin at Concordia University



Your Brain

REDUCE STRESS

Tennis helps you deal with physical, mental, social, and emotional challenges which increases your capacity to deal with stress.

INCREASE BRAIN POWER

From alertness to tactical thinking, tennis enhances the neural connections in your brain. Kids who play tennis regularly get better grades.

According to a 2013 USTA study

LEARN TO SOLVE PROBLEMS

Tennis is a sport that is based on evaluating angles, geometry and physics to get best result, which translates into better problem-solving off the court.

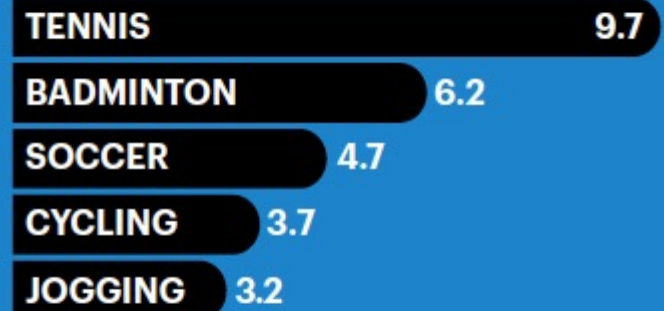
In the late 1990s, several experts proposed that tennis, since it requires alertness and tactical thinking, may generate new connections between nerves in the brain and promote a lifetime of continuing brain development. This was supported in John Ratey's book "Spark." Ratey was quoted in USA Today as saying, "A heart-thumping game of tennis can keep the brain in top shape."

Tennis is Fun! Get Started Today!

Let tennis add years to your life — and life to your years!
Go to USTA.com to find a place to play!

THE CASE FOR TENNIS

Play tennis, live longer... 10 years longer.



Tennis adds nearly 10 years to your life, more than any other sport or activity.*

*Mayo Clinic, Sep. 2018


THE CASE FOR YOUTH WHO PLAY TENNIS



Youth who play tennis*

48% 
GET BETTER GRADES

73% 
ARE BETTER BEHAVED

81% 
SAY THEY WILL ATTEND COLLEGE

82% 
ARE MORE COMMUNITY-MINDED AND WELL-ROUNDED

ARE HEALTHY AND LESS PRONE TO RISKY BEHAVIORS



TENNIS PARTICIPATION POSITIVELY INFLUENCES THE LIVES OF U.S. YOUTH ACROSS ALL SOCIOECONOMIC LEVELS.

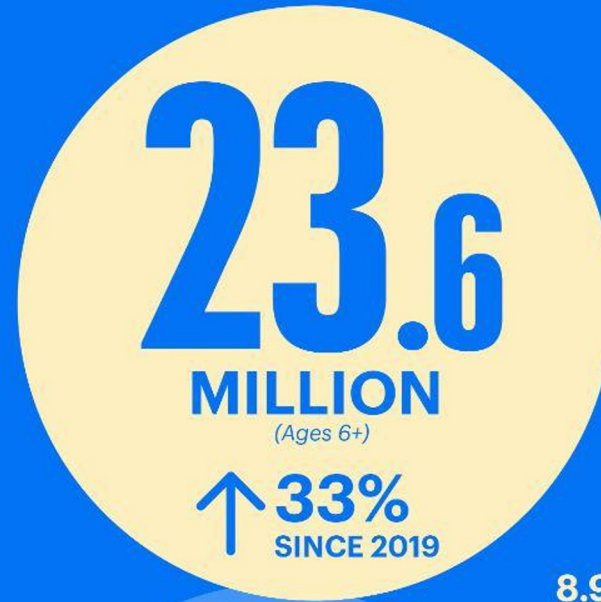
Tennis is boooooming.

Tennis has enjoyed three consecutive years of significant growth. Those who do play are playing more often.

The number of people playing tennis is more than the combined number of people playing pickleball, badminton, racquetball and squash.*



U.S. TENNIS PLAYERS



NEARLY

50%

OF TENNIS PLAYERS
ARE CORE PLAYERS



519M

TENNIS PLAY
OCCASIONS

↑ **34% SINCE 2019**

*Source: Physical Activity Council Study on Sports and Physical Activity (PAC) administered by Sports Marketing Surveys USA and the Tennis Industry Association Participation and Engagement Study (PES).

THE CASE FOR PICKLEBALL

Pickleball continues to be the fastest growing sport in America. Participation almost doubled in 2022, increasing by 85.7% year-over-year and by an astonishing 158.6% over three years. 9M players with an anticipated double-digit increase in 2023 and beyond
No stopping the pickleball train!

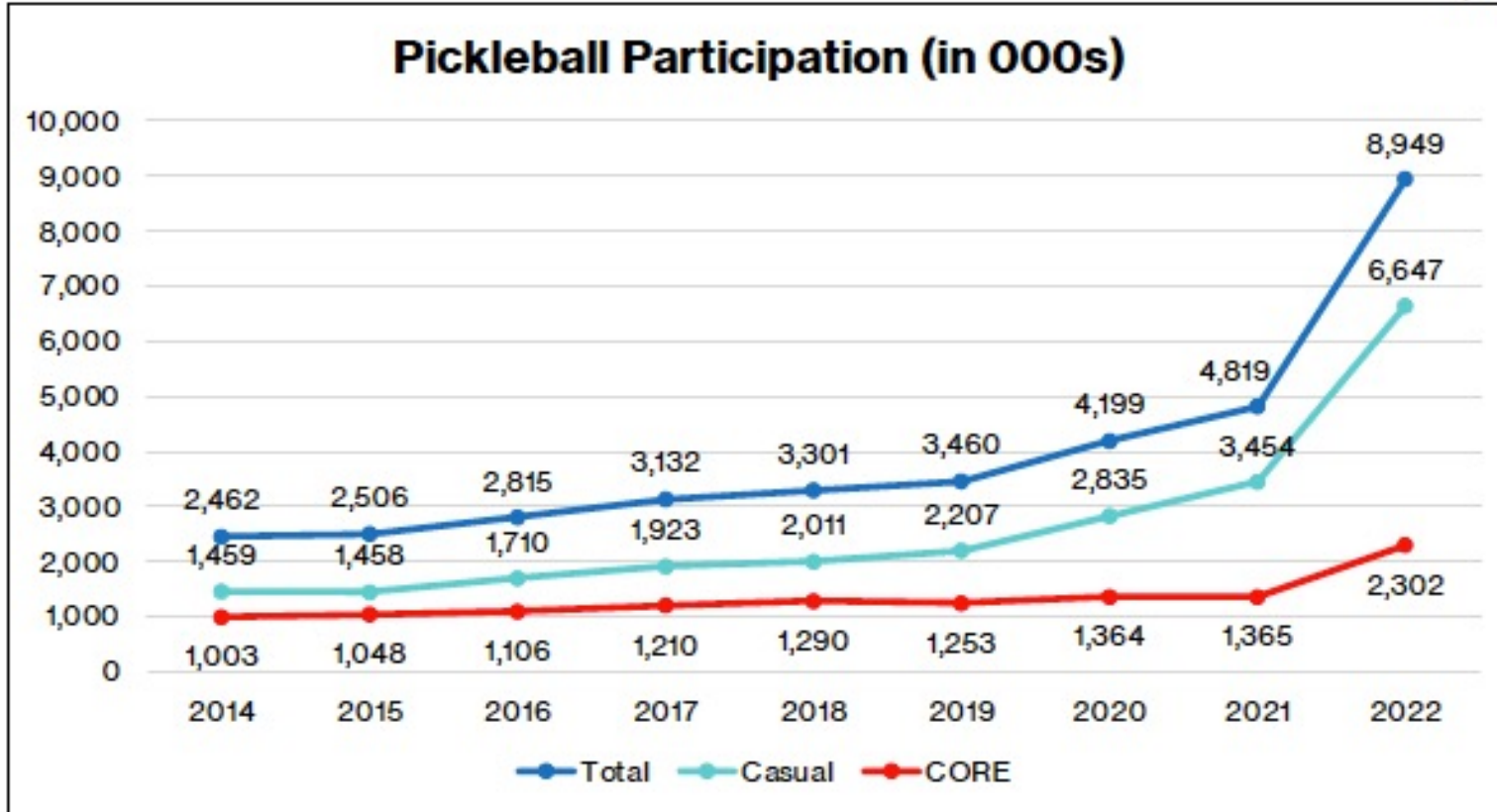


The Pandemic has forever changed society and sports

Pickleball Participation

U.S. Population Aged 6+

Figure 1



**CORE and casual participation are measures of frequency. A casual participant is anyone that played pickleball 1-7 times in the last 12 months, while a CORE participant is anyone that played pickleball 8+ times in the last 12 months.

✓ **Easy to Learn!**

✓ **Low-Impact
Easy on the Joints!**

✓ **Great Workout!**

✓ **FUN and SOCIAL for
all ages and abilities!**

The Pandemic has forever changed society and sports

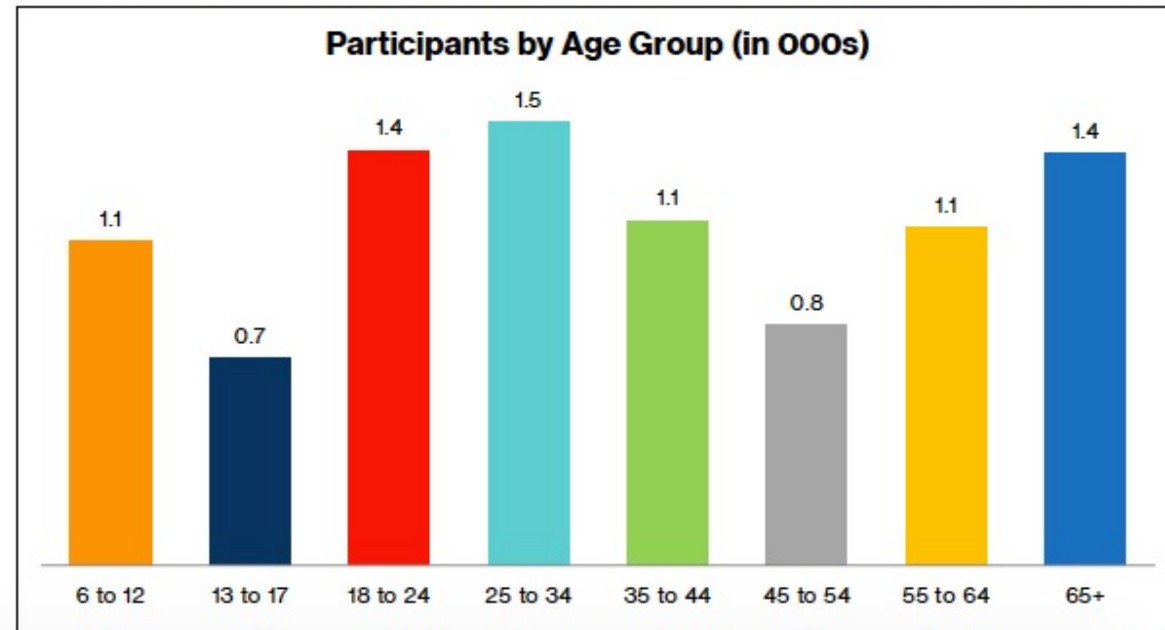
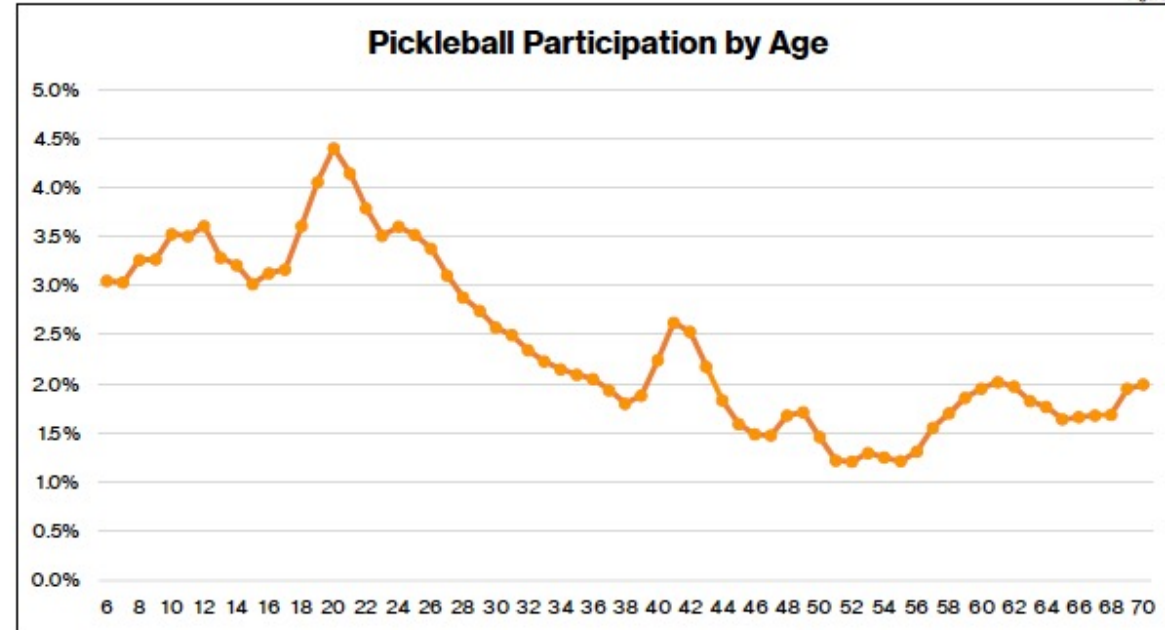
THE CASE FOR PICKLEBALL

- 51,937 courts across U.S.
- 12,081 facilities in the U.S
- 4700 cities and growing daily
- PB is in investment phase
- Over 70% of pickleball courts are temporary in nature
- Average age is 35 / age group with most participants is 25-34

*SFIA / Pickleheads Participation Report

Pickleball Participation

U.S. Population Aged 6+





**GET KIDS ACTIVE
& HEALTHY**

AND ON THE Pathway to Lifetime Sports



STATE OF PLAY 2023

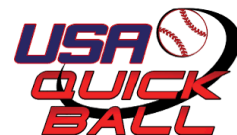
Pickleball continues to grow, with 1.1 million youth ages 6-12 playing the sport in 2022 – roughly the same number that play flag football

Tennis participation for ages 6-17 was up 43% from 2019 to 2022.

Pickleball has positively impacted interest and engagement in tennis among younger people

KEY TAKEAWAYS:

Offer *Free Play and Coaches need to embrace new technology and game formats to engage children



TOPGOLF

Top Participation Trends

1. Children playing team sports less regularly – 1.2M fewer youth regularly playing team sports
2. Boys' participation – 40% - down from 50%
3. High attrition – leaky bucket remains a problem – *free play offers an opportunity
4. Federal government sets national goal for youth sports participation to reach 63% by 2030.

Coaching Trends

1. It's harder to find people to coach at all levels
2. Volunteer participation fell 23%
3. Legal issues over coaches as contractors
4. Fewer coaches are receiving training/certification
5. Training coaches on mental health & wellbeing for kids is becoming priority



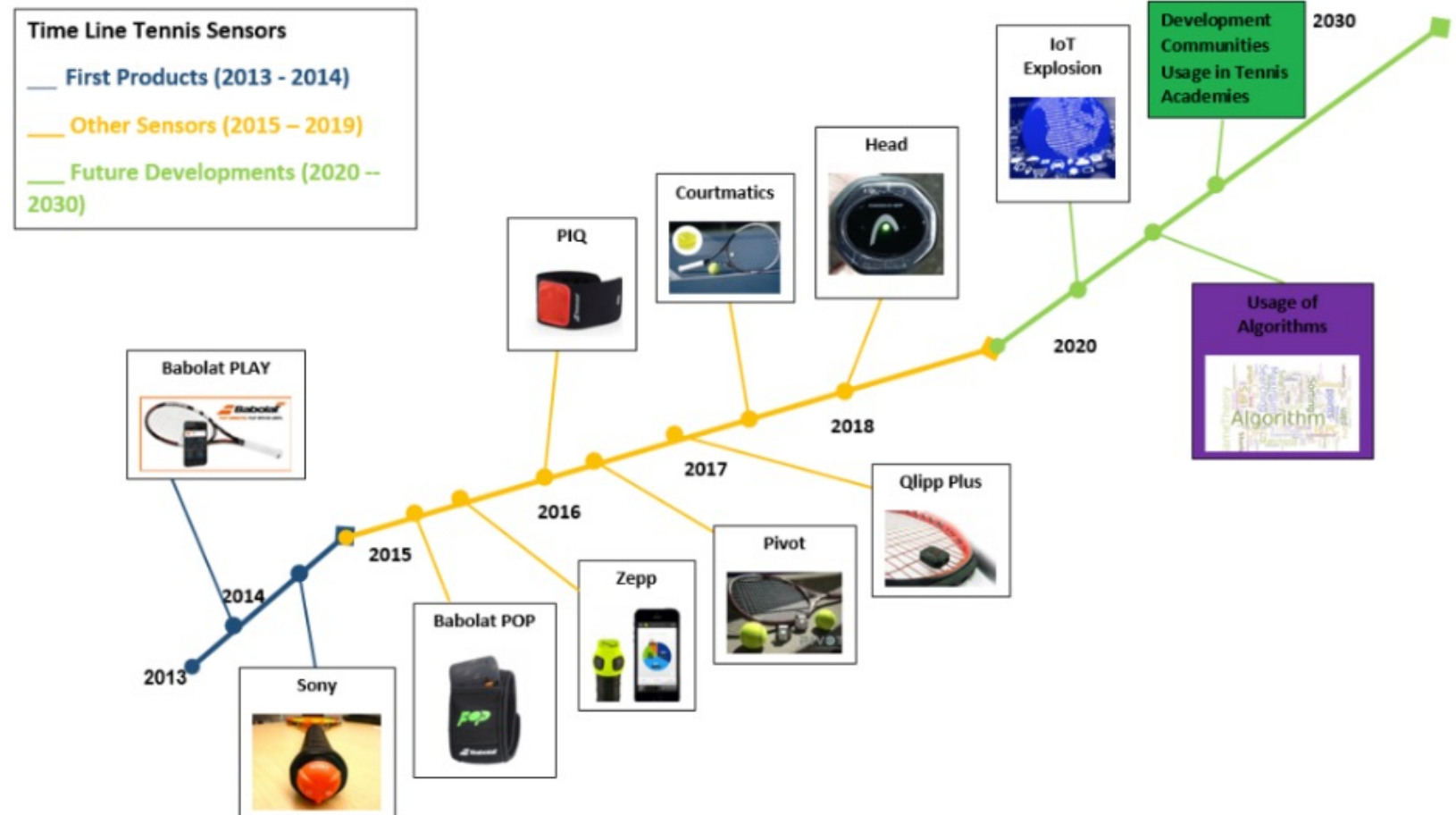
Coaches can connect with their players to send practice activities, skill badges, constructive feedback, and skill assessments. Curriculums and Videos
Create custom lesson plans using the warm-ups, skills, games, and play-at-home activities

Tennis Tech Innovation

Coaches need to embrace new technology and game formats to engage children ... stop leaky bucket for all ages

What is Tennis' match to other sports innovation and Top Golf?

- Playing Sensors
- Smart Courts
- SaaS platforms
- V-sports
- Multi-sport venues
- Entertainment
- Rewards/Incentive programs
- Apple Watch/ FitBit Competition
- ???

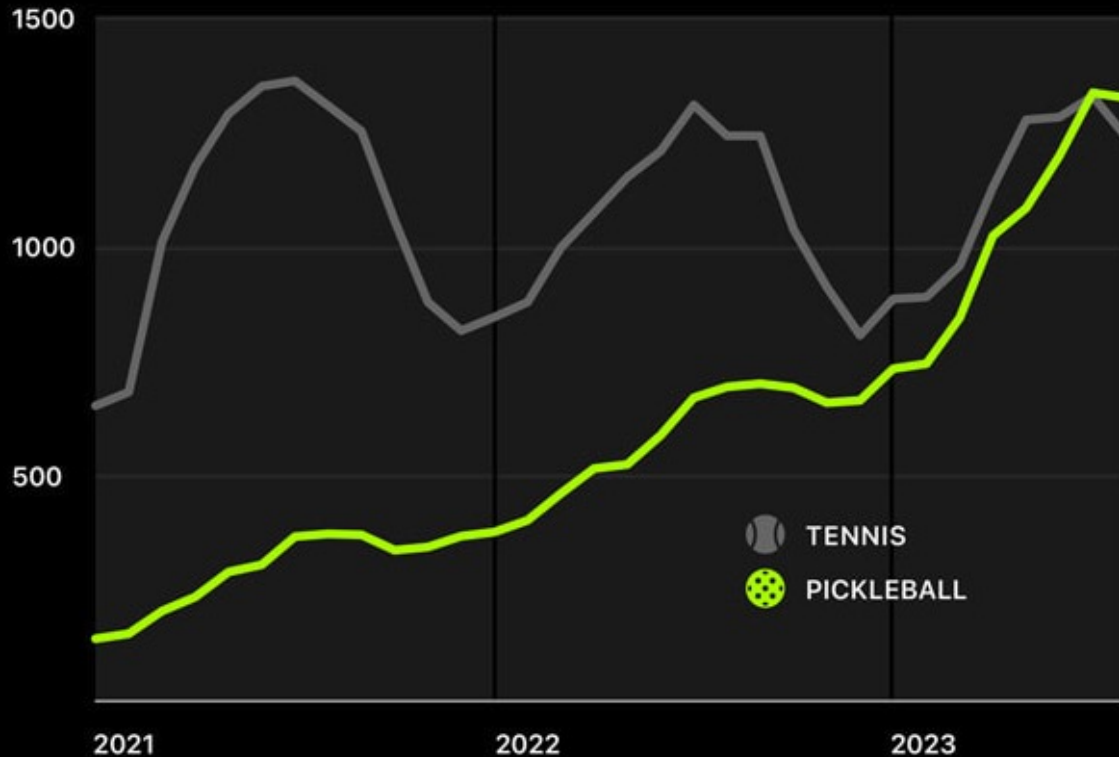


Source: <https://www.ubitennis.net/2021/01/tennis-in-the-future-an-overview-of-wearables-and-sensors/>



Trends in pickleball and tennis participation over time

NUMBER OF PARTICIPANTS



Researchers from the Apple Heart and Movement Study saw a steady increase in the popularity of pickleball workouts, with pickleball workouts surpassing tennis workouts for the first time.

APPLE WATCH DATA

Paddles and Rackets: Both Offer a Healthy Activity for All

After analyzing more than 250,000 pickleball and tennis workouts recorded on Apple Watch by study participants, researchers found pickleball workouts were slightly longer than tennis workouts on average — 90 minutes versus 81 minutes, respectively — and saw greater variability in time played.

According to the study, in July 2023, the number of participants playing pickleball in a single month surpassed the number of participants playing tennis for the first time. Tennis workout trends saw seasonal variation, while pickleball workouts saw relatively steady growth.



GETTING KIDS ENGAGED IN LIFETIME SPORTS – IS THE SOLUTION



Jim Baugh, Founder PHIT America

PHIT AMERICA PROGRAMS GET KIDS ACTIVE – WE KEEP THEM ACTIVE

THE BEST SCHOOL FITNESS PROGRAMS

PHIT AMERICA™

[CLICK HERE TO SEE A SHORT VIDEO](#)

4 EASY TO LEARN PROGRAMS TEACHING 4 LIFETIME SPORTS

INCLUDES BILLIE JEAN KING'S SWEET SPOT TRAINING SYSTEM

RUNNING, WALKING,



TENNIS



GOLF



PICKLEBALL



OUR CORE
PROGRAM

BILLIE JEAN KING'S

SWEET SPOT TRAINING SYSTEM

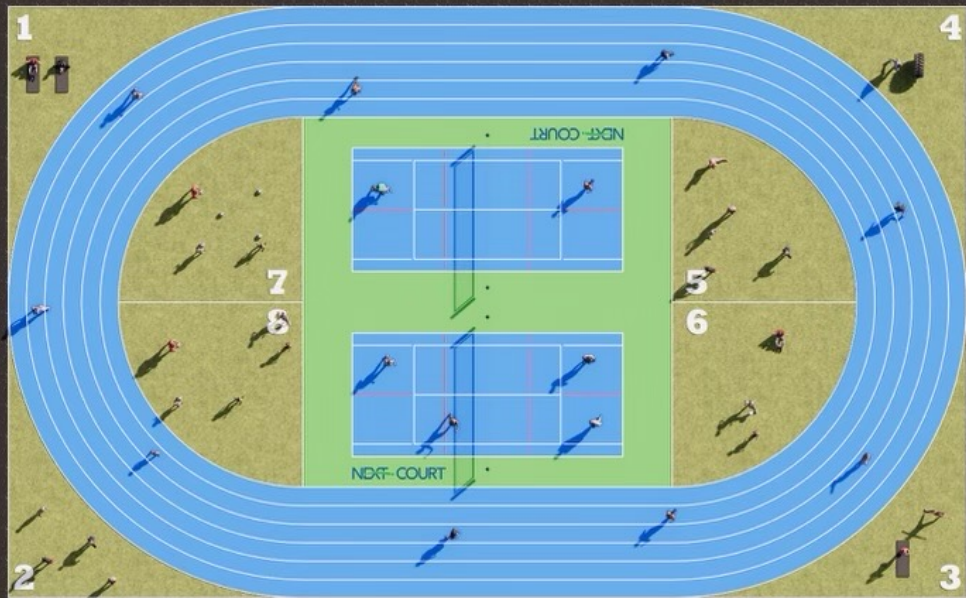
**"THIS IS THE
MISSING FIRST STEP TO LEARN
ANY BALL SPORT...
HAND-EYE COORDINATION"**



**Adding sensor to record hits
and track sweet spot progression**



GET IN SCHOOLS



PHIT CENTER

GOES DIRECTLY INTO THE SCHOOLS with Incentivized physical activity programs to get kids moving

FUTURE CONCEPT:

PHIT CENTER for SCHOOLS & THEIR COMMUNITY

(2) Courts for multi-sports, surrounded by running track, up to 8 fitness stations

HELP SUPPORT KIDS WHO WANT TO PLAY



PHIT AMERICA™

DONATE

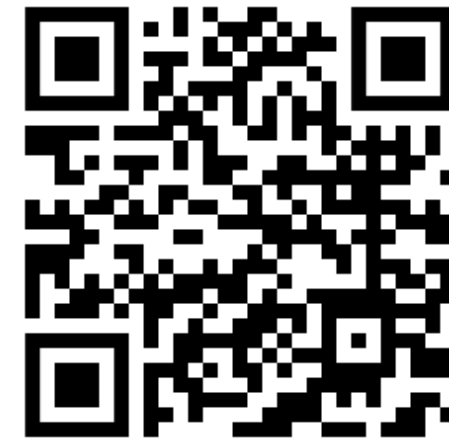
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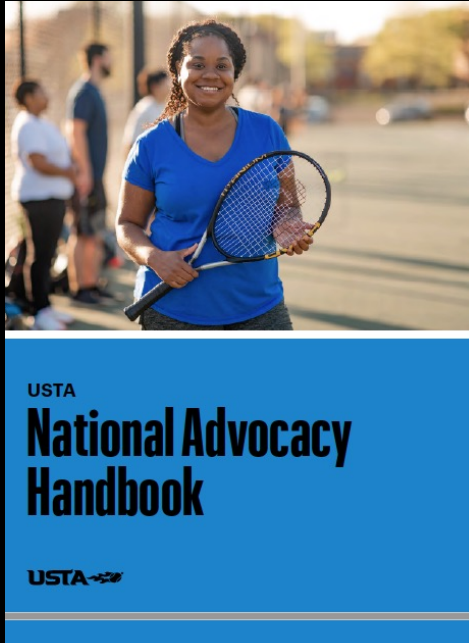


HELP KIDS PLAY TENNIS! [Act Now](#)

PHIT America, a national charity dedicated to getting 50 million kids active, healthy, smarter and on the pathway to lifetime sports is launching a campaign to help kids learn to play tennis. Efforts led by sports industry hall of famer Jim Baugh, the founder of PHIT America, shines a spotlight on the increasingly dire physical and mental conditions of today's youth, as a consequence of their [physical inactivity](#). PHIT America has the tangible solutions, programs and proven research to combat this downward trend.

SCAN TO GET INVOLVED





GET HELP FOR YOUR BUSINESS AND COMMUNITY

Tennis Venue Services

The USTA is allocating \$3 million to reinvigorate courts at parks, schools, and other public facilities across America in honor of Coco Gauff. This \$3 million matches the prize money for the US Open women's singles champion.



BE ENGAGED WITH NEW IDEAS



TAKE ACTION – GET INVOLVED AT THE LOCAL LEVEL

- Recognize that Pickleball is Here to Stay – Embrace it – more people getting active – more new players!
- Advocate for Tennis – to keep Tennis Courts Intact & Programming Engaging
- Use Technology to Keep Players Connected with You & Your Business
- Realize that Grassroots Efforts and Recreational Play are the main drivers for a healthy sport
- There is a shortage of coaches/instructors – encourage others to get certified - help promote careersintennis.com
- Be open to new ideas like the Next Court – one court for multiple racquet sports

Jolyn de Boer

- Racquet & Paddle Sports Alliance
- PHIT America, Program & Advocacy Director
 - USTA National Advocacy Committee
 - SFIA Pickleball Council

