

SPORTS MARKETING SURVEYS INC.

# TIA Tennis Club Benchmarking Project

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Edward Willis

Sports Business and Marketing Manager

Ed.willis@sportsmarketingsurveysinc.com



- Experienced and focused sports research business – full service agency.
- Range of syndicated tennis research.
- Bespoke work with major brands, federations, retailers and events.
- Multi-sport offering.
- 30+ years' experience in tennis.



## Tennis Club Benchmarking – What is the project?



### Clubs

- Gather and aggregate tennis club business data
- Annual survey to benchmark tennis club performance and identify ways to grow the sport and individual clubs

### Business

- Focus on business performance and identify the factors that impact on the sustainability and growth of tennis clubs.

### Long-term health

- Long-term measurement
- The TIA sees this as a five-year project. Measurements become more powerful over time.

## Why is the project valuable?



- Understand the factors that impact on the success or failure of tennis clubs, including multi-sport/racquet clubs.



- Identify new opportunities for tennis clubs.



- Help clubs understand how they compare to average, depending on size.



- Develop a set of key business benchmarks for the tennis club sector.



- Identify ways that the TIA can better support clubs.



- Use the findings to support the TIA and LTA strategies to grow the game.

***“The findings offer clubs ideas and potential solutions to further improve their operation... The results highlight key trends and identify a number of significant themes which can lead to membership growth”***

## How are we achieving it?

- TIA led project, supported by SMS INC. consultancy.
- Survey distributed to clubs by the TIA as an online link (free to complete)
- Anonymity for clubs who want it. Data hosted and processed by SMS INC.
- Reporting produced by TIA.
- Reports sales revenue goes to the TIA to support tennis industry moving forwards.
- Future waves will show year on year trends and movements.
- Increasing the number of clubs surveyed every year – Target 100 clubs in year 4.



## Example topics

Tennis activity



Non-tennis activity



Business performance



Membership



Retail



Services



Pricing



Food & Beverage



Staffing



Infrastructure



Marketing



*Speak to Phil Sandilands (TIA) or Edward Willis (SMS INC.) about participating in the survey*

## What will it deliver?

- Development of key metrics for the tennis club market.
- Identify factors linked to the growth or decline of tennis club performance.
- Identify opportunities and threats to the sector.
- Wave 1 will be a concept report designed to show the types of findings available when a broader selection of clubs takes part.
- Future waves will offer
  - Results and benchmarks for the given year
  - Year on year trends
  - Clubs divided into different bands for better comparisons.
- Participating clubs will get free topline information on market benchmarks from the TIA. Option to purchase full reporting at preferential rates.

