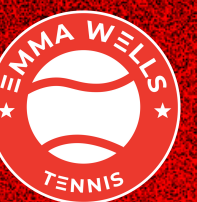


BY EMMA WELLS

THE FUTURE OF TENNIS

STRATEGIES AND
OPPORTUNITIES FOR
PARKS & CLUBS

WWW.EMMAWELLSTENNIS.COM



EMMA-BIO

2010- 2014

Managed the sports & well being facilities and coaching teams around numerous 5* worldwide resorts

In the US was Tennis Director and worked with recreation departments all over North East USA, looking after a team of 60 tennis coaches at 25 venues.

2014- 2018

Worked in a partnership role with GLL and LTA as South East Regional Manager & National GLL/LTA Programs Manager .

Ran 12 park sites across London & Islington Tennis Centre, mobilised new tennis hubs across the UK.

2018- present

Started club from 0 players to now a 700 weekly player business now with two operating sites & £2 million turnover to date.

Head of PTR for the UK and LTA Youth Schools tutor & on Surrey Tennis Coaches Board.

Presented for USTA, Tennis Australia & was part of the Cardio Tennis rebrand at US Open 2023

The future

Expand and grow both clubs and increase coach education opportunities.

Inspire more females to run tennis clubs and have leadership roles.

Spend time daily learning to automate tasks due to technology.



THE PARKS TENNIS EVOLUTION

2010- 2015

Parks and clubs were seen as two very different models. In terms of booking systems and playing options available.

2015- 2020

Clubs and parks were introduced to Clubspark to have booking systems centralised and a free website for park operators and coaches. Evolution of LTA programmes, Tennis Tuesdays etc.

2020- present

Clubspark evolved into the booking operator of all new park sites in the UK as well as team challenge, open days and the LTA Play function online.

The future

More automation with booking systems for courts and all coaching programs. Clubspark to link to CRM to enhance customer comms. Ease of equipment hire.

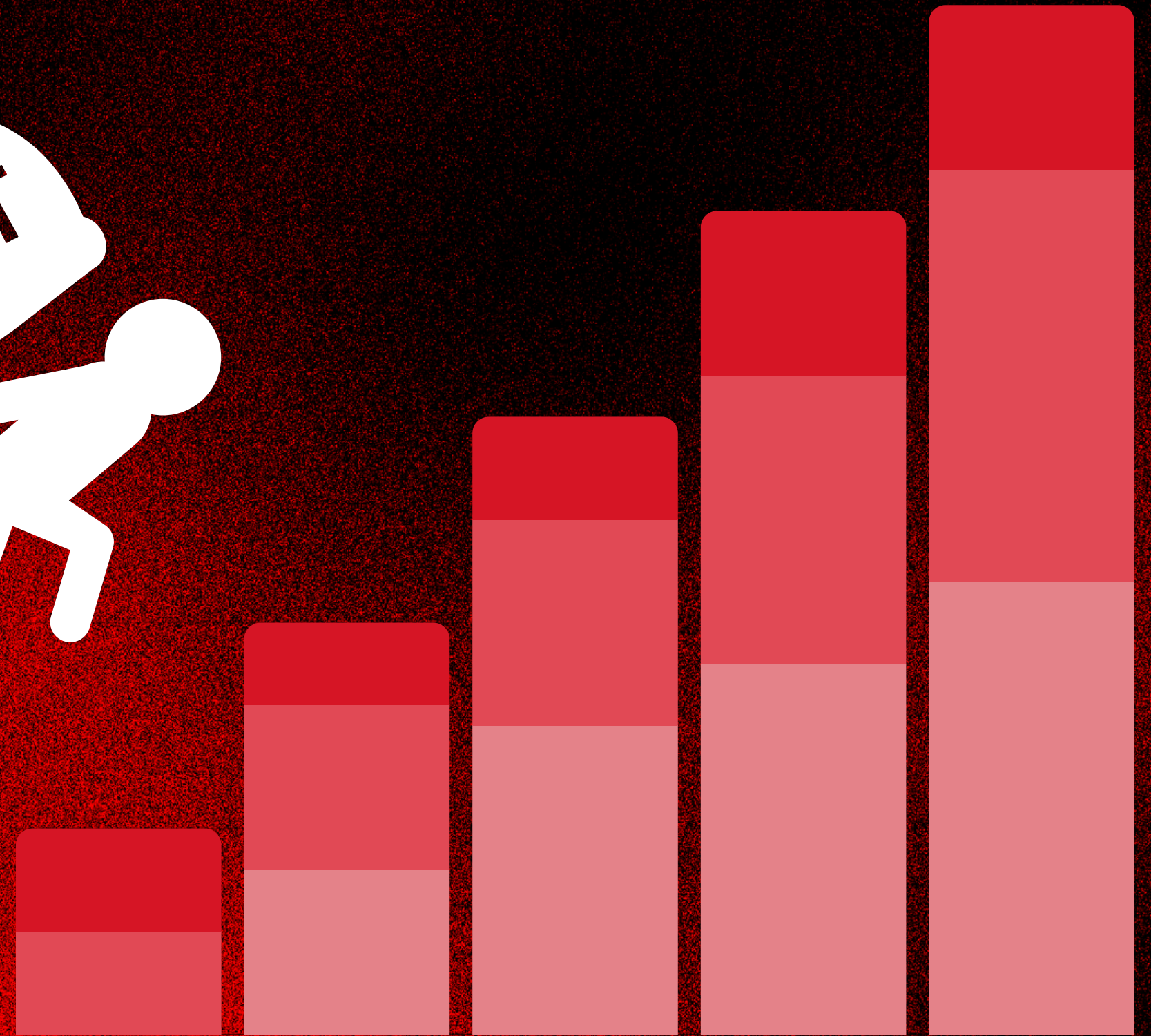


ECONOMIC IMPACT

ANALYSIS OF SALES AND ECONOMIC GROWTH

Participation has increased but so have costs.

For coaches balls have generally doubled in price over the past 2 years, living costs are higher than ever, including basic amenities such as food, drink and bills.



CONSUMER TRENDS

CONSUMER BEHAVIOR

- More people picking up a tennis racket than ever before.
- Post pandemic and adults still working from home.
- More opportunities to pick up other activities and other sports.
- Technology has made it so easier than ever before for people to search and find activities.

01.

People need an easy customer journey. (TECHNOLOGY)

02.

People will do another activity if they are not satisfied (ACTIVITY)

03.

People crave face to face interaction more than ever. (CONNECTION)



TECHNOLOGY

AT YOUR PARK/CLUB

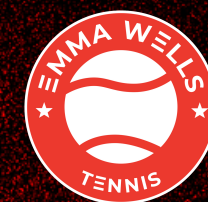


Chatbots and Virtual assistants will have evolved that you can will be able to have 24/7 customer support wherever you are in the world.

For parks and clubs we will see a huge evolvement of **parks seen as hubs** including phone charging lockers.

Noticeboards with screens rather than soggy or outdated paper that you can update from a computer wherever you are in the world.

Have YOU gone digital with your business? What processes are automated and what processed could you automate in the next 1-5 years?



TECHNOLOGY

ON THE COURT



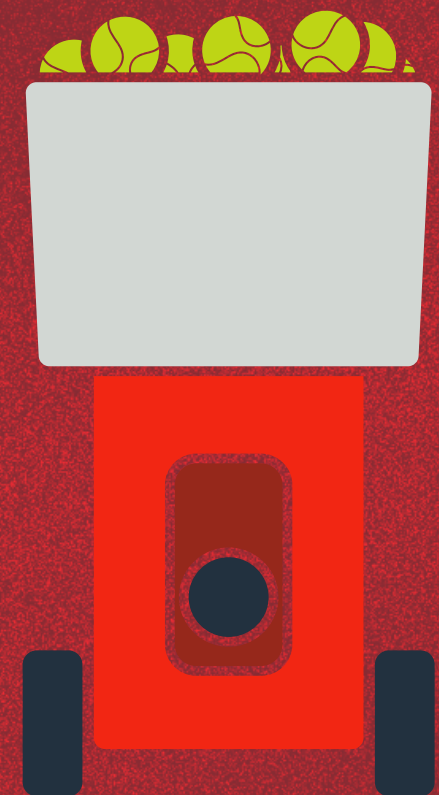
Ease of equipment hire with a hire station (Bracelet with chip linked to bank card).

Solar powered tennis ball vending machines

Robotic and automated racket hire stations

Ball machines that you can tell what to do by speaking into phone or watch
(similar to Alexa)

Background music in built to hire stations which are solar powered and are
programmed inline with club opening hours.



TECHNOLOGY

A.I FOR YOUR BUSINESS



Chatbots and Virtual assistants will have evolved that you can will be able to have 24/7 customer support wherever you are in the world, no more missed calls or long lists of clients to reply to!



The power of branded partnerships and campaigns as most industries will continue **to evolve and grow presence online.**

Systemised booking processes so all aspects of park/club tennis can operate without manualisation.



Have YOU gone digital with your business? What processes are automated and what processed could you automate in the next 1-5 years?



ACTIVITY

AROUND THE WORLD

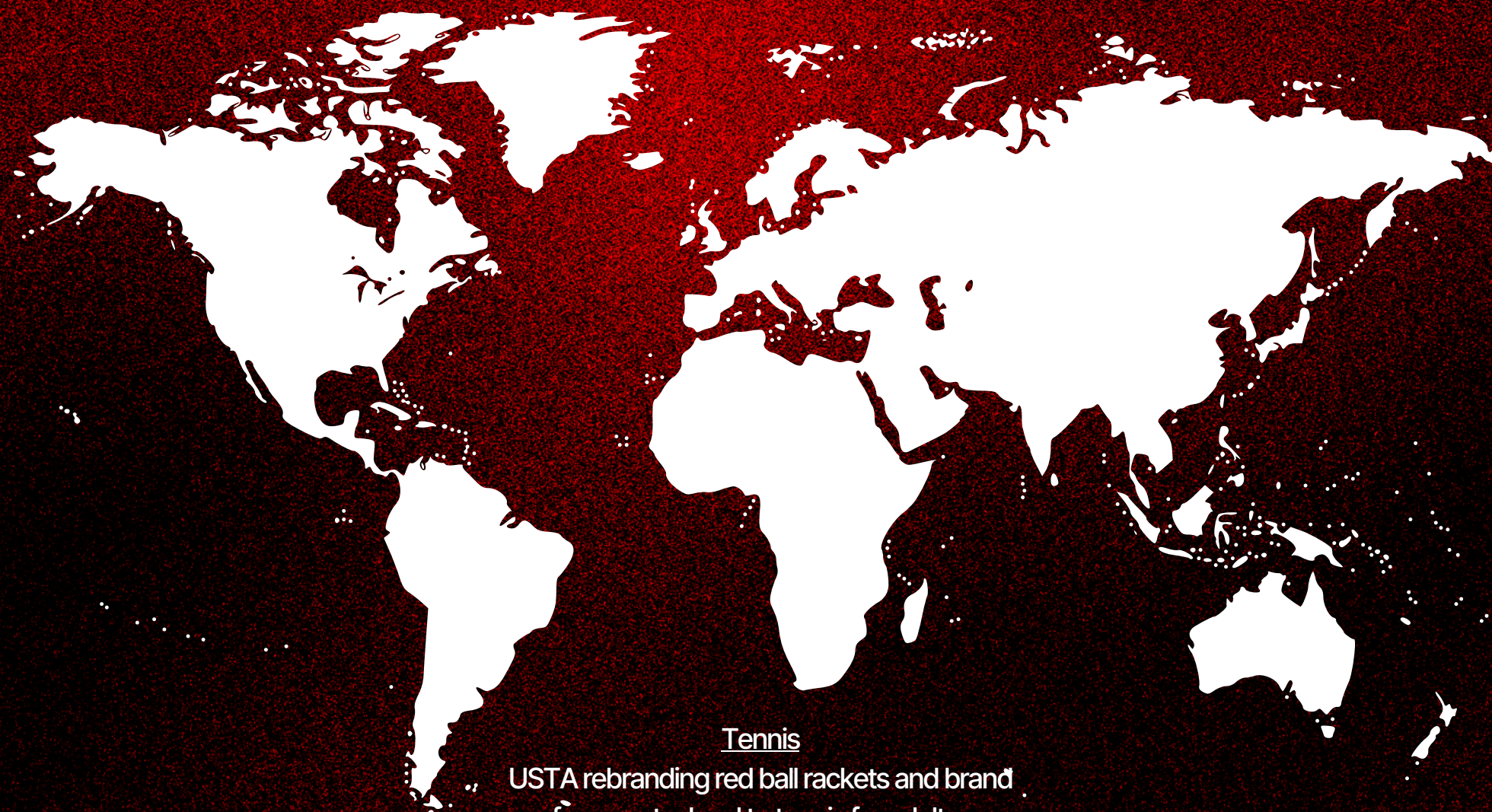


USA 10 million Pickleball players since 2018.

-Social benefits

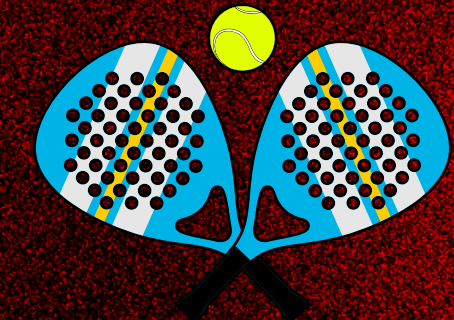
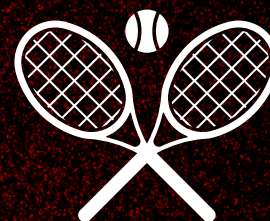
Easy to pick up, more court revenue.

Either lines on tennis courts or build purpose Pickleball.



Tennis

USTA rebranding red ball rackets and brand for an entry level to tennis for adults.



UK & Europe Padel Tennis has a huge surge in the past few years.

160% increase since 2016.

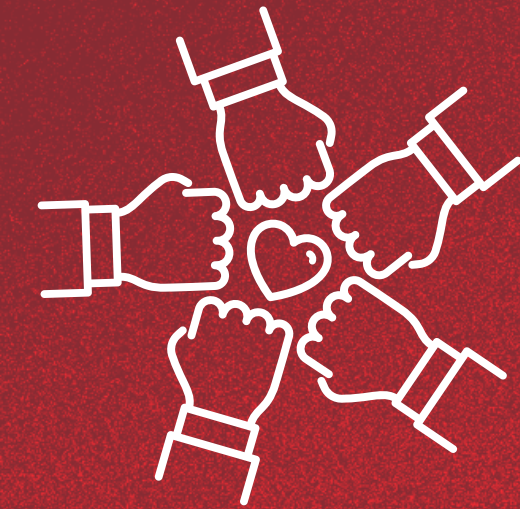
Huge growth, however larger cost to install.



CONNECTION



TENNIS COACHING TEAM EVOLUTION TO A RACKETS CLUB/HUB



Will you be able to **service the change** in customer trends and needs with a tennis coaching team only.

With more AI coming to help processes and marketing solutions there will be more hybrid roles with facilitating social racket sports (Tennis, Pickleball, Padel)

Pickleball itself in the US is more of a social sport allowing substantial club court revenue and also social venue.

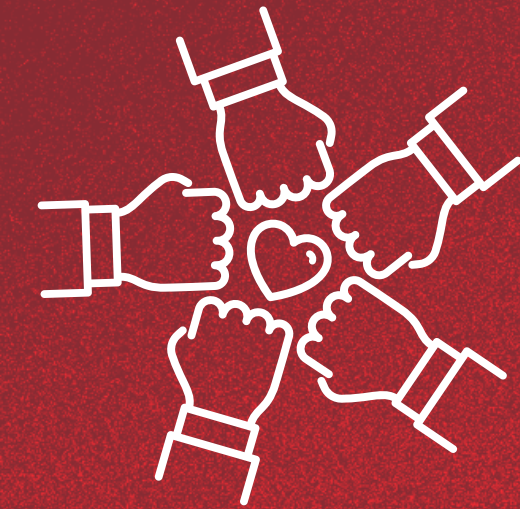
Do your and your team/committee embrace this or solely want to be **on court tennis coaching?**



CONNECTION



TENNIS-PADEL-PICKLEBALL



Are there **enough options** at your club to entice a competitive activities market?

Having the option of social leagues, more fun competitions for different people to feel comfortable playing and competing.



YOURSELF and the evolution, where do you see yourself with the evolution of AI?

How much is your business SYSTEMISED or automated right now?

What can you LEARN in the next 3 months to make your club even 1% better?

info@emmawellstennis.com

IG: emmawellstennis

07479678771

