



CANADIAN TENNIS DEVELOPMENT REPORT

2024

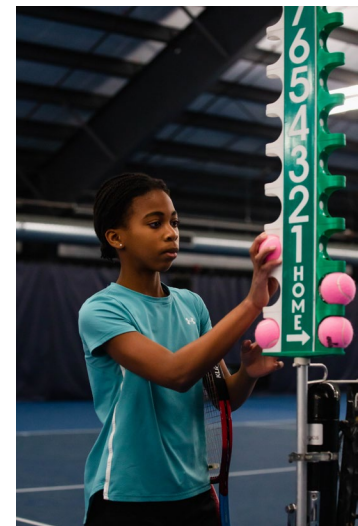




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Looking Forward

Tennis in Canada is in a transformative era. The momentum we are witnessing—from grassroots participation to high-performance success—signals not just growth, but the emergence of a vibrant and sustainable ecosystem that is positioning Canada as a world-leading tennis nation.

Over the past several years, our tennis community has navigated unprecedented challenges while remaining focused on our long-term objectives:

- » to make tennis more equitable, inclusive, and safe
- » to build healthier, more active, and more connected communities across the country through strong partnerships with Provincial and Territorial Tennis Associations and grassroots organizations
- » to expand and diversify our programs for youth, increase investment in tennis courts and facilities, and commit to accessibility and inclusivity

Today, according to the 2024 ITF Global Tennis report, nearly 5 million Canadians identify as tennis players, up from 3.9 million in 2021—a clear indication that the sport is resonating more deeply across the country. This growth, which has helped position Canada 6th globally overall in tennis engagement, also includes more balanced representation with 46% of Canadian tennis players identifying as women and girls (up from 29.2% in 2021).

It is especially encouraging to see that this rise in participation is occurring not only at the recreational level, but also within competitive tennis. As you'll see in this report, tournaments and competitors have increased by 20% and 21% in 2024.

None of this progress would have been possible without the commitment of our valued tennis community. These achievements reflect the efforts of a united network—clubs, coaches, volunteers, municipalities, provincial and territorial tennis associations, corporate partners, and more—working together to build a stronger future for tennis.

However, it's important to remember that these broader milestones tell just one part of the story.

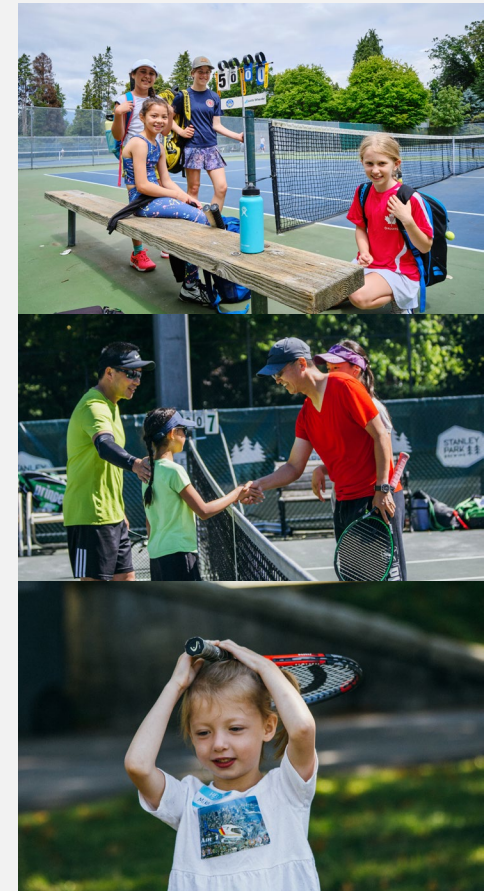
In publishing for the first time this Canadian Tennis Development Report, which offers a comprehensive overview of the health of the tennis industry in Canada, we hope to illuminate the many incremental advancements that have collectively contributed to our recent success.

We invite you to explore this report with curiosity and intention. As we strive to engage over 100,000 additional youth in the sport by 2027, it is our hope that this document will provide you with accurate and reliable data to guide your development initiatives, while deepening our collective understanding of the needs of communities from coast to coast.

Thank you to all of you for being part of this ongoing journey!

Eva Havaris

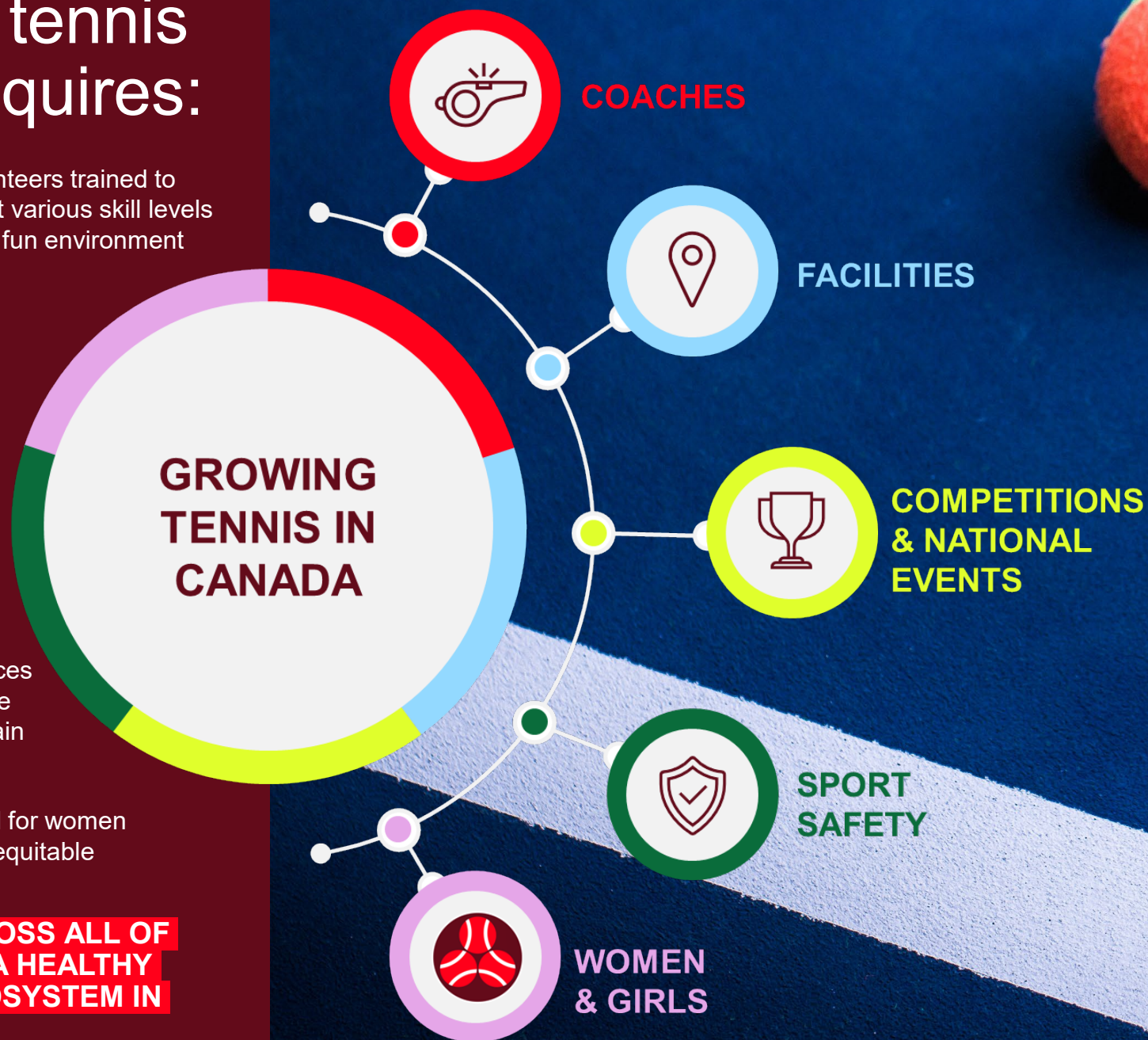
Senior Vice President, Tennis Development & Partnerships
Tennis Canada



Promoting a healthy and inclusive tennis ecosystem requires:

- Coaches, instructors, and volunteers trained to introduce and develop tennis at various skill levels while prioritizing a positive and fun environment
- More, accessible year-round community tennis facilities
- More accessible tennis competitions and programs for all ages and skill levels
- National events to inspire and develop the next generation of tennis players
- Tennis programs and experiences delivered in a safe and inclusive environment to protect and retain participants
- Programs specifically designed for women and girls to make tennis more equitable

BALANCING EFFORTS ACROSS ALL OF THESE AREAS SUPPORTS A HEALTHY AND THRIVING TENNIS ECOSYSTEM IN CANADA.





TENNIS PARTICIPATION

Periodically, Tennis Canada commissions a tracking research study to monitor tennis participation across Canada. In 2023, a sample of 3,708 Canadians were surveyed on their tennis participation habits to understand playing trends across Canada.

LEARN MORE



13% of Canadians played tennis in the past year. ●

That's an estimated **4,977,000 Canadians.** ●

According to the ITF Global Tennis Report, Canada is now **second** globally for the percentage of its population playing tennis. ●



20% of new Canadians played tennis in the past year. ●



86% of players reported playing at least half of their tennis on public municipal courts. ●

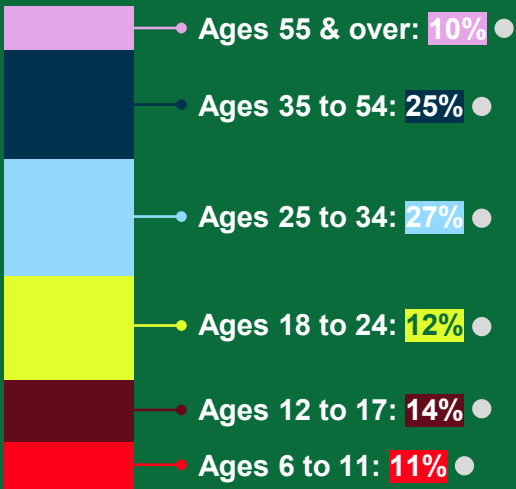


Tennis is a gender-balanced sport.

46% ● of Canadian tennis players identify as women, and **54%** ● Identify as men.



Tennis is a sport for a lifetime. The Canadian tennis population is representative of all age groups.



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE FROM PREVIOUS YEAR

Key Healthy Sport Indicators

**2,600** ●**ACTIVE CERTIFIED
COACHES****1,010** ●**YEAR-ROUND
INDOOR COURTS****7,200** ●**OUTDOOR COURTS
(CLUB & PUBLIC)****82%** ●**OF COACHES AT INDOOR
FACILITIES ARE SPORT
SAFETY COMPLIANT****14,920** ●**ACTIVE
COMPETITORS****1,350** ●**TOURNAMENTS
HELD IN CANADA****25%** ●**OF ACTIVE CERTIFIED
COACHES ARE WOMEN****34%** ●**OF ACTIVE COMPETITORS
ARE WOMEN AND GIRLS**

MEASURE OF HEALTH

● >5% INCREASE YOY

● +/- 5% CHANGE YOY

Key Highlights

Increased and diversified competitive opportunities for all

In 2024, competitive tournaments increased by 20% to meet rising demand. As a result, active competitors increased by 21%, filling tournament spots across the country. To further support this growth, Tennis Canada collaborated with provincial associations to expand recreational league play and enhance digital tools, making it easier for local organizations to create new matchplay opportunities.

Found unused capacity at outdoor tennis facilities to expand national programs

The 2024 survey of outdoor clubs revealed over 40 percent of unused capacity in both court hours and program spots. With outdoor clubs active for 4 to 6 months of the year this provides the opportunity to use capacity for the delivery of various national and provincial programs including Rogers First Set, competitive tournaments, and community events.

Increased leadership capacity at local tennis facilities

In 2024, the number of Club Pro 2 active certified coaches increased by 78%. This new group of Club Pro 2 coaches helped meet the demand for managerial roles at new or expanding year-round facilities across the country. Additionally, they are equipped with the education and training to lead and foster positive, safe, and inclusive environments for all tennis players.

Expanded sport safety measures to protect and enhance the tennis experience

In 2024, Sport Safety certification requirements were expanded to include officials and national and provincial staff and board members. 100% of these new stakeholders were Sport Safety certified in 2024, ensuring that a greater portion of the tennis community is educated and equipped with the correct tools to safeguard tennis in Canada.

Inspired a new generation of leaders, advocates, and players

In 2023, Team Canada made history by winning the Billie Jean King Cup for the first time in its 62-year history. To celebrate this achievement, Tennis Canada launched a nationwide trophy tour in 2024, making 27 stops across the country. More than 100,000 Canadians had the opportunity to engage with the trophy during the tour, which consisted of government visits, Girls. Set. Match. events and leadership panels.






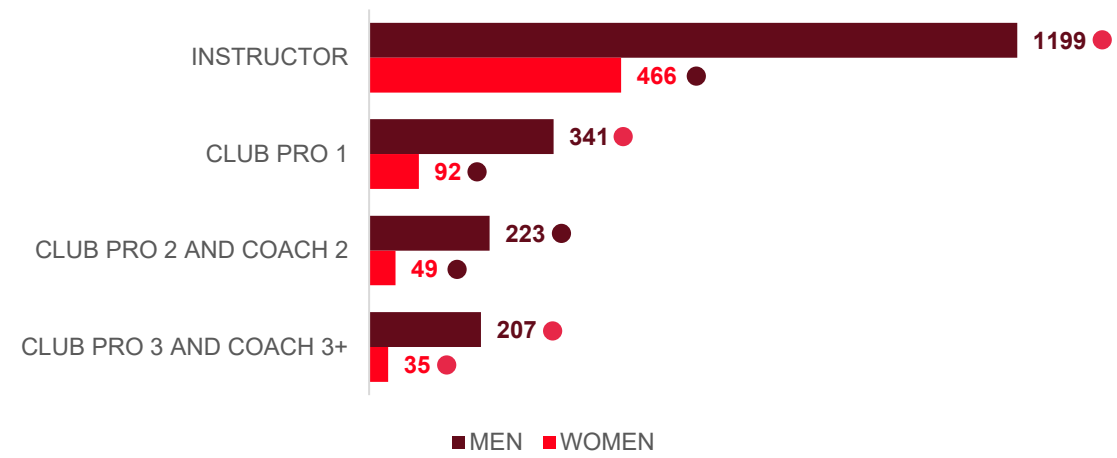
COACH EDUCATION

Great coaches are essential to developing and inspiring players to reach their full potential.

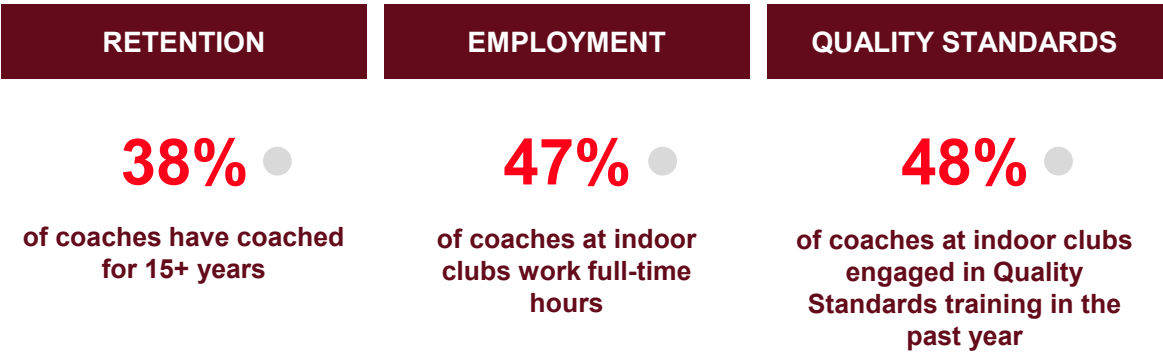
Tennis Canada's Coach Education and Certification system develops coaches at all levels, from recreational instructors to high-performance coaches who help develop world-class players. Tennis Canada's Coaching Development System is recognized by the NCCP and received the ITF Gold Standard recognition.

LEARN MORE 

BREAKDOWN OF ACTIVE CERTIFIED COACHES BY TYPE



SURVEY RESULTS OF COACHES



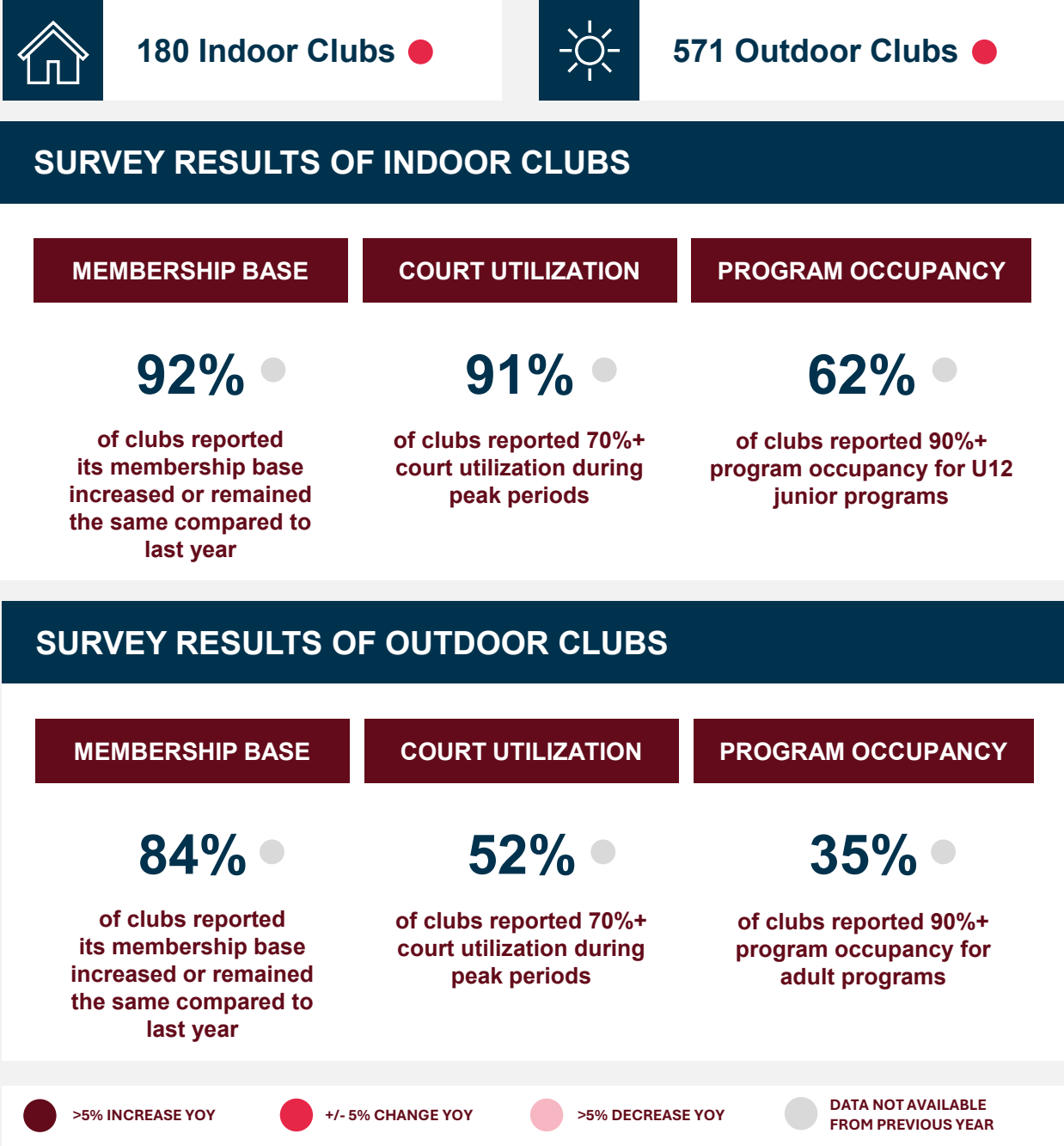
 >5% INCREASE YOY  +/- 5% CHANGE YOY  >5% DECREASE YOY  DATA NOT AVAILABLE FROM PREVIOUS YEAR



TENNIS CLUBS

The foundation of the Canadian tennis community is made up of more than 750 tennis clubs operating across the country. Clubs provide accessible and quality tennis programming that meet the needs of their local community. Additionally, clubs offer drop-in play, socials, tournaments, and more to connect the tennis community. Most outdoor tennis clubs across Canada are operated and managed by volunteer boards.

FIND A CLUB



FACILITIES DEVELOPMENT

Quality spaces to play tennis are essential to the health of communities and the sport.

Tennis Canada, in partnership with Rogers and National Bank, is working towards upgrading tennis facilities in local communities across Canada. The Year-Round Community Tennis Courts Program presented by Rogers aims to build 160 year-round courts by 2028. The National Bank Play Your Court Program aims to revitalize over 100 outdoor courts by 2030. These programs ensure Canadians have access to affordable, quality tennis programming year-round and help meet the high demand for courts as participation numbers continue to rise.

[LEARN MORE](#)



YEAR-ROUND COMMUNITY TENNIS COURTS PROGRAM PRESENTED BY ROGERS – *PROGRESS TO DATE*

59

**NEW
YEAR-ROUND
COURTS**

\$2.4M

**SEED MONEY
INVESTED BY
TENNIS CANADA
& ROGERS**

ECONOMIC IMPACT



234,230

Additional court hours created



\$24.8M

Additional investment stimulated



5,180,500

Total population impacted

37%

160 YEAR-ROUND COURTS BUILT BY 2028

NATIONAL BANK PLAY YOUR COURT PROGRAM – *PROGRESS TO DATE*

COURTS REVITALIZED

33

outdoor courts
revitalized in local
communities

INVESTMENT

\$700K

seed money invested by
Tennis Canada and
National Bank

ECONOMIC IMPACT

\$1.9M

additional investment
stimulated from local
governments

33%

100 COURTS REVITALIZED BY 2030



COMPETITIVE STRUCTURE

Tennis Canada works with Provincial and Territorial Tennis Associations (PTTAs) year-round to offer various levels of tournaments for competitors of all ages (6 to 80+) and skills levels from recreational to advanced. A significant portion of tournaments are targeted towards junior players with the aim of building a strong prospect pipeline to develop Canada’s next generation of professional players.

LEARN MORE

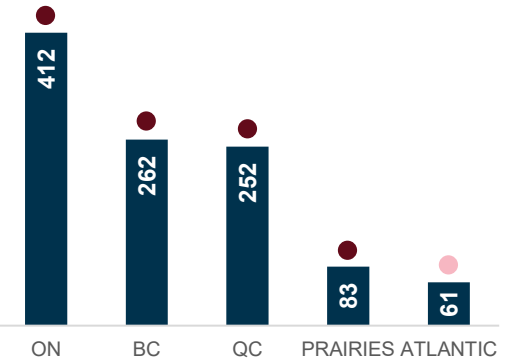


PROVINCIAL JUNIOR TOURNAMENTS

BREAKDOWN BY TYPE

158	ROGERS FIRST SET TOUR – ROOKIE ● Recreational tournaments for ages 7-18
272	ROGERS FIRST SET TOUR – RISING STARS ● Entry-level tournaments for ages 7-10
515	2-STAR, 3-STAR, 3.5-STAR ● Low-level tournaments for ages 11-18
125	SELECTIONS & CHAMPIONSHIPS ● High-level tournaments for ages 11-18

BREAKDOWN BY REGION

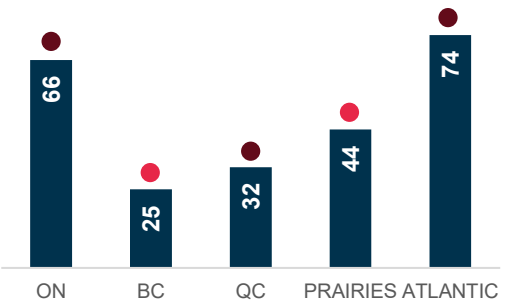


PROVINCIAL ADULT TOURNAMENTS

BREAKDOWN BY TYPE

102	NTRP 2.0-5.0 (WTN 20-40) ● Tournaments for adults organized by skill level
52	MASTERS (30+ to 85+) ● Tournaments for adults organized by age
87	OPEN 100, 200, 350, 1000 ● Provincial tournaments for adults with prize money

BREAKDOWN BY REGION



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE
FROM PREVIOUS YEAR



ACTIVE REGISTERED COMPETITORS

Connecting the tennis community across Canada is essential to growing the sport.

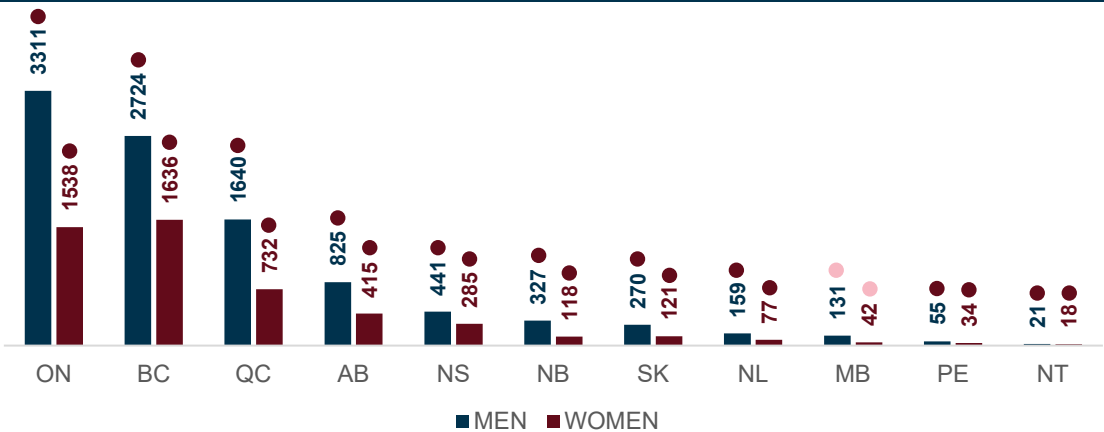
Tennis Canada in conjunction with the Provincial and Territorial Tennis Associations (PTTAs) offer an online platform for competitors to participate in various competitions (e.g., provincial tournaments, leagues, club matchplay, etc.). Registered competitors are able to track scores online, build their match history, and share with family and friends.

LEARN MORE

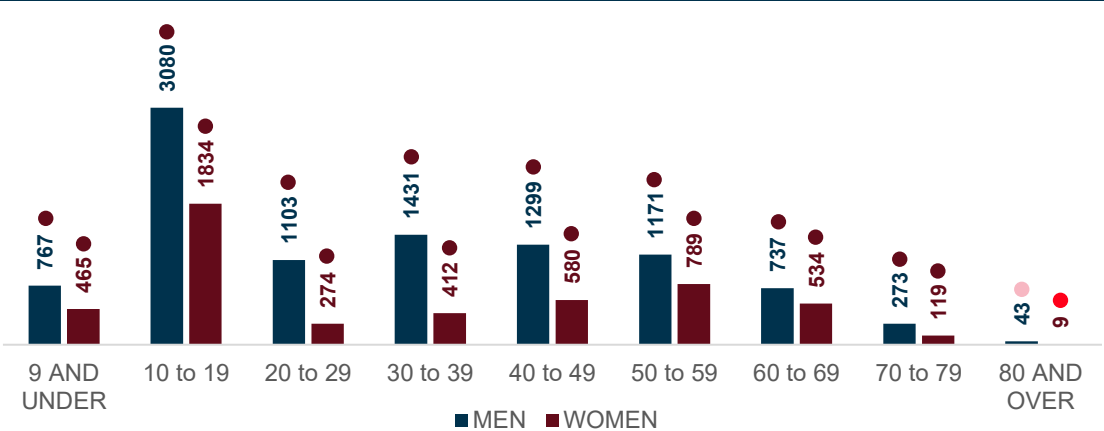


ACTIVE REGISTERED COMPETITORS

BREAKDOWN BY REGION & GENDER



BREAKDOWN BY AGE & GENDER



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE FROM PREVIOUS YEAR



NATIONAL EVENTS & OFFICIATING

Positive competitive experiences drive the future of Canadian tennis.

Tennis Canada hosts top players from across the country at national events for various age groups and categories on an annual basis. The delivery of high-level competition in Canada would not be possible without a robust officiating system which develops and supplies umpires and referees for tournaments across Canada.

LEARN MORE



NATIONAL TOURNAMENTS & PLAYERS

NATIONAL TOURNAMENTS



JUNIOR NATIONALS

Held twice a year (indoor and outdoor) for players **ages 10 to 18** featuring 4 different event categories



MASTERS NATIONALS

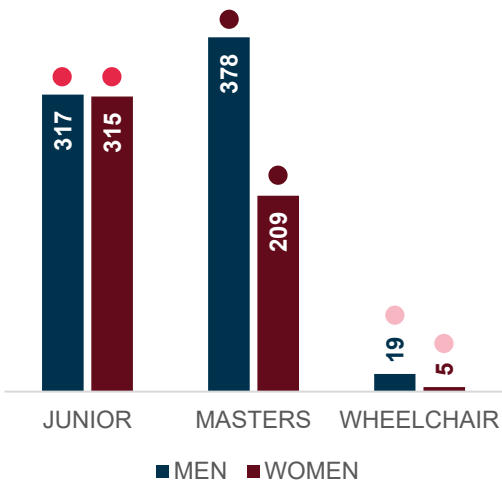
Held annually for players **ages 30 to 89** featuring 12 different event categories



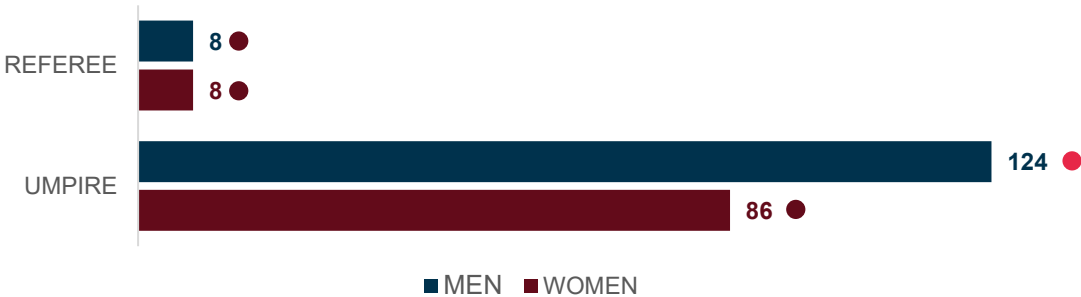
WHEELCHAIR NATIONALS

Held annually for both **paraplegic and quadriplegic** tennis players featuring 4 different event categories

BREAKDOWN OF PLAYERS



OFFICIALS



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE FROM PREVIOUS YEAR



INTERNATIONAL EVENTS

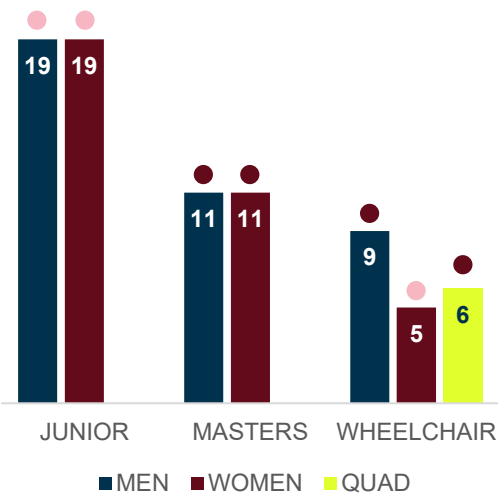
Tennis Canada is proud to host various international events in Canada to give top Canadian players an opportunity to compete at the highest level on home soil.

LEARN MORE

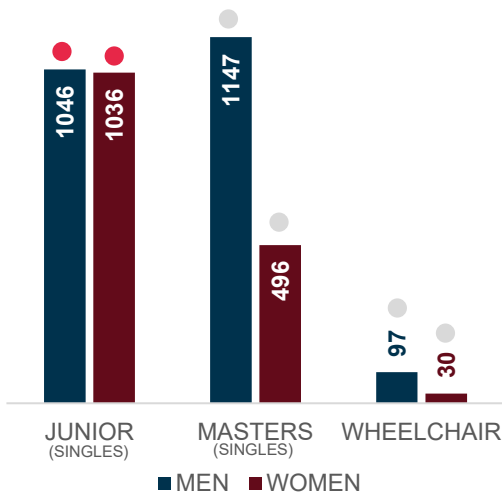


INTERNATIONAL TOURNAMENTS & PLAYERS

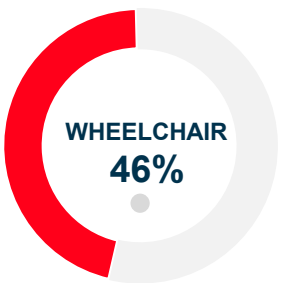
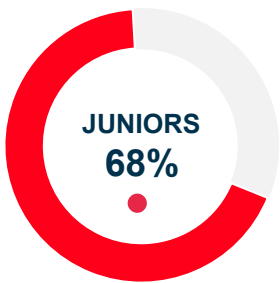
BREAKDOWN OF TOURNAMENTS



BREAKDOWN OF PLAYERS



CANADIAN REPRESENTATION AT INTERNATIONAL EVENTS HELD IN CANADA



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE
FROM PREVIOUS YEAR



SPORT SAFETY

Sport should be safe, and all individuals deserves a safe, positive, and inclusive tennis experience.

Tennis Canada is committed to leading the growth of tennis in Canada by promoting an environment that is free from all forms of neglect and maltreatment, and that reflects its core values.

[LEARN MORE](#)



KEY COMPONENTS OF SPORT SAFETY PROGRAM



Ensuring tennis is safe, inclusive, and proactive in managing issues. Leading the ecosystem to ensure everyone is protected and safe



Access to a third-party reporting mechanism for all participants across the country



Sport Safety education video series for all stakeholders



[CLICK HERE TO WATCH](#)



Respect in Sport modules required at all Junior Nationals events

100%

COMPLIANCE ACROSS ALL EVENTS ●

CREATING A SAFE AND INCLUSIVE TENNIS ECOYSYSTEM

LEADERSHIP

100% ●

of Tennis Canada and Provincial-Territorial Tennis Association board and staff members are Sport Safety certified.

NATIONAL EVENTS

88% ●

of Junior Nationals participants agreed or strongly agreed that Tennis Canada is effective in creating a space that is safe, fun, and welcoming

KIDS COMPETITION

93% ●

of Rogers First Set Tour participants rated their overall experience as acceptable, good or very good in terms of a positive, fun, and healthy environment



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE FROM PREVIOUS YEAR



WOMEN & GIRLS ADVANCEMENT

When women and girls participate equally and fully in tennis, everyone benefits.

To create sustainable change for women and girls in all areas of Canadian tennis, Tennis Canada, in partnership with National Bank, has introduced new resources, programming, and professional development opportunities to help tennis achieve gender parity.

LEARN MORE



GAME. SET. EQUITY. INITIATIVES



COMMUNITY GRANTS

Funding local organizations' initiatives aimed at increasing the participation, retention, or promotion of women and girls in tennis.



GIRLS. SET. MATCH.

Providing a girls-only space for participants to play team tennis, engage in reflection activities, make friends, and have fun.



GIRLS LEADERSHIP

Providing a multi-week program to help girls build leadership skills, create a network of peers to begin a career path in tennis, and work toward their TPA tennis instructor certification.



UNMATCHED: GENDER EQUITY IN SPORTS CONFERENCE

Inspiring attendees to make equity a priority and to action long-term, sustainable change within their communities.

100%

OF GIRLS PARTICIPATING IN THE LEADERSHIP PROGRAM REPORTED AN INCREASE IN CONFIDENCE

MEASURING IMPACT

FULL IMPACT REPORT



PARTNERSHIPS

25 ●

new partnerships created in 2024 to support the delivery of Game. Set. Equity. programming and offer tennis opportunities to equity-deserving groups.

FUNDING

\$75,000 ●

grant funding issued in 2024 to 21 organizations to advance tennis at various levels, including wheelchair tennis, university tennis, and grassroots tennis.

REACH

2,100 ●

women, girls and allies directly impacted by Game. Set. Equity. programming, events, and leadership opportunities in 2024.

LEARN MORE ABOUT GAME. SET. EQUITY. PROGRAMMING



>5% INCREASE YOY



+/- 5% CHANGE YOY



>5% DECREASE YOY



DATA NOT AVAILABLE FROM PREVIOUS YEAR

Our Partners

DELIVERY PARTNERS

Throughout the year, Tennis Canada works closely with 11 Provincial and Territorial Tennis Associations (PTTAs) to continue to grow the sport across the country and make tennis accessible to all Canadians. The PTTAs work tirelessly on the ground with local clubs, governments, sport organizations, and coaches to promote and develop tennis across Canada. Key areas of the partnerships between Tennis Canada and the associations include participation, competitive structure, facilities development, and coaching development.

Tennis Alberta

tennisalberta.com

Tennis British Columbia

tennisbc.org

Tennis Newfoundland

newfoundland.tenniscanada.com

Tennis Nova Scotia

novascotia.tenniscanada.com

Tennis PEI

pei.tenniscanada.com

Tennis Quebec

tennis.qc.ca

Tennis Manitoba

tennismanitoba.com

Tennis New Brunswick

tennisnb.ca

Tennis Northwest Territories

tennisnwt.com

Ontario Tennis Association

tennisontario.com

Tennis Saskatchewan

tennissask.com

RESEARCH PARTNERS

University of Guelph

uoguelph.ca

YouGov

yougov.com

PROGRAM PARTNERS



Government
of Canada

Gouvernement
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