Panorama internacional del tenis: situación actual y perspectivas de futuro

Miguel Crespo

Federación Internacional de Tenis

26 de mayo de 2021

ITF International Tennis Federation

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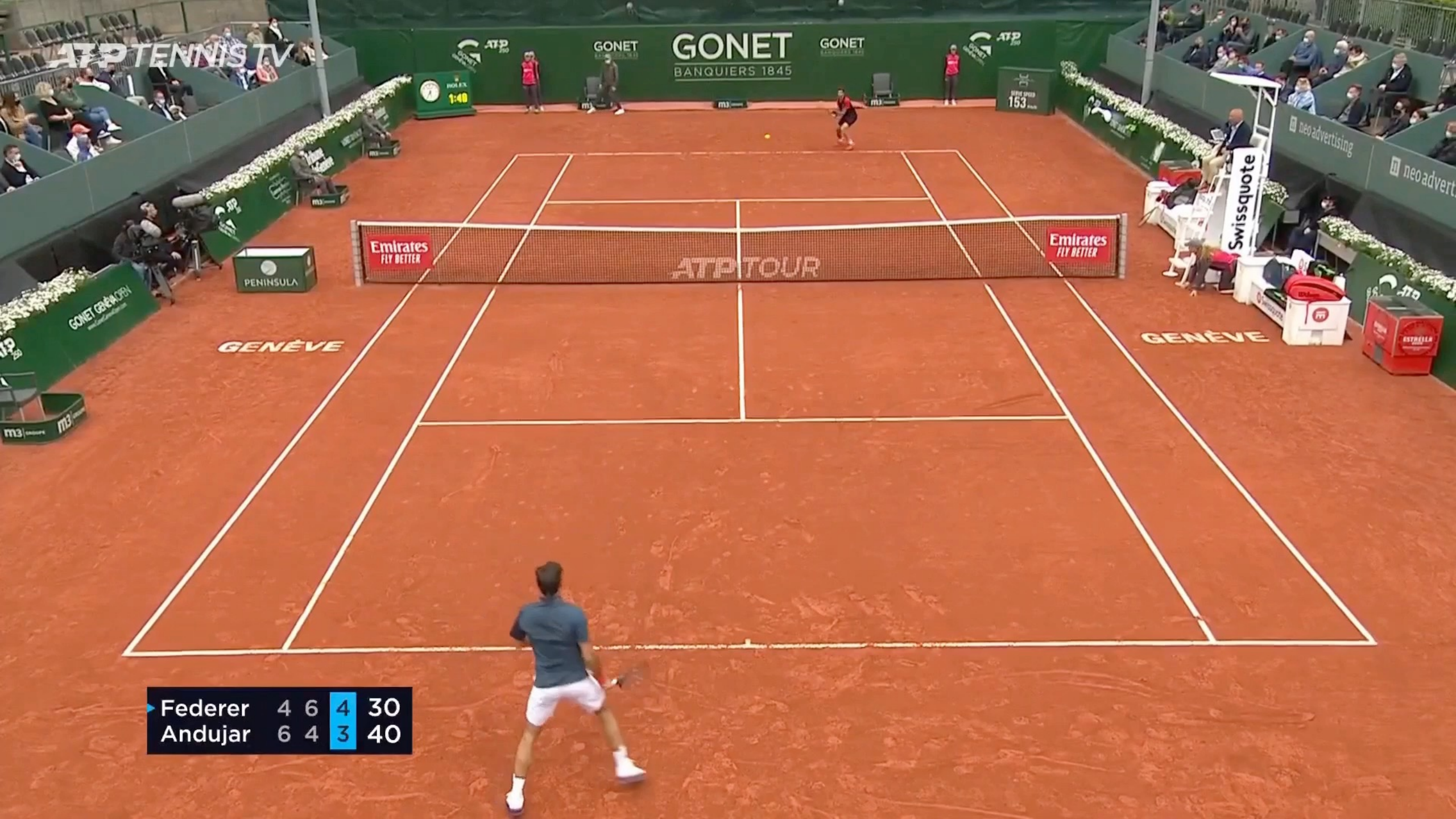
ATP TENNIS TV
GONET
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ITF
-19

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International Tennis Federation

¡Respetá el #ProtocoloAAT!

AAT

Recomendaciones para la práctica del Tenis

FASE 1
– A partir del 11 de mayo –

FASES de la desescalada tras el COVID-19

Respeta las normas de las autoridades

Sométete a los protocolos del Club en todo momento

Llega vestido de juego con el tiempo justo para jugar

Mantén la distancia de 2 mts. con las personas

Usa mascarilla hasta entrar a la pista

Lava y desinfecta tus manos antes, durante y después de jugar

No toques las vallas o la puerta de acceso a la pista

Lleva tu botella y toalla, no compartas

Limpia el equipo de juego antes y después de jugar

No te toques la cara con las manos

Usa pañuelos desechables al estornudar o escupir

Cubre tus toses y estornudos

Juega con pelotas nuevas a ser posible

Usa raqueta y pie para recoger la pelota y mandársela al adversario

Cruza la pista por el lado opuesto de tu adversario

Evita el saludo al final del encuentro

No uses las duchas ni vestuarios del club

No permanezcas en el club después de jugar

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Recomendaciones para la práctica del Tenis

FASE 2

FASES de la desescalada tras el COVID-19

Respeta las normas de las autoridades

Sométete a los protocolos del Club en todo momento

Llega vestido de juego con el tiempo justo para jugar

Mantén la distancia de 2 mts. con las personas

Usa mascarilla y guantes hasta entrar a la pista

Lava y desinfecta tus manos antes, durante y después de jugar

No toques las vallas o la puerta de acceso a la pista

Lleva tu botella y toalla, no compartas

Limpia el equipo de juego antes y después de jugar

No te toques la cara con las manos

Usa pañuelos desechables al estornudar o escupir

Cubre tus toses y estornudos

Juega con pelotas nuevas a ser posible

Usa raqueta y pie para recoger la pelota y mandársela al adversario

Cruza la pista por el lado opuesto de tu adversario

Evita el saludo al final del encuentro

Puedes usar el vestuario del club pero no la ducha

No permanezcas en el club después de jugar

Freepik® - Recursos Gráficos

RESPETÁ LAS NORMAS SANITARIAS Y CONSULTÁ EL PROTOCOLO DEL CLUB EN TODO MOMENTO

CONTEMPLÁ QUE 15 MINUTOS DE LOS 60 QUE DURA EL TURNO SERÁN DESTINADOS A DESINFECTAR LOS MATERIALES Y LOS ESPACIOS UTILIZADOS O A UTILIZAR.

LLEGÁ CAMBIADO, CON EL TIEMPO JUSTO Y CON LA MENOR CANTIDAD DE OBJETOS POSIBLES

MANTENÉ LA DISTANCIA DE 2 MTS CON LAS PERSONAS

USÁ MASCARILLA HASTA EL MOMENTO DE ENTRAR A LA CANCHA

LAVÁ Y DESINFECTÁ TUS MANOS ANTES, DURANTE Y DESPUÉS DE JUGAR

NO TOQUES LAS PUERTAS DE ACCESO A LA CANCHA Y RESPETÁ LA DISTANCIA DE 2 MTS. PARA INGRESAR A LA MISMA.

LLEVÁ TU BOTELLA Y TU TOALLA Y NO LAS COMPARTAS

LIMPIÁ TU RAQUETA Y EL EQUIPO DE JUEGO ANTES Y DESPUÉS DE JUGAR

NO TE TOQUES LA CARA CON LAS MANOS

USÁ PAÑUELOS DESECHABLES AL ESTORNUDAR O SALIVAR

CUBRÍ TU BOCA AL ESTORNUDAR CON EL CODO

JUGÁ CON PELOTAS NUEVAS O DESINFECTADAS E IDENTIFICALAS CON UNA MARCA PERSONAL

USÁ LA RAQUETA Y TU PIE PARA RECOGER LA PELOTA Y ENVIARLA A TU ADVERSARIO

CRUZÁ LA CANCHA POR EL LADO OPUESTO DE TU ADVERSARIO

EVITÁ EL SALUDO AL FINAL DEL ENCUENTRO

NO USES LAS DUCHAS NI VESTUARIOS DEL CLUB

NO PERMANEZCAS EN EL CLUB DESPUÉS DE JUGAR

HACÉ TU RESERVA DE CANCHA DE FORMA ONLINE O TELEFÓNICA

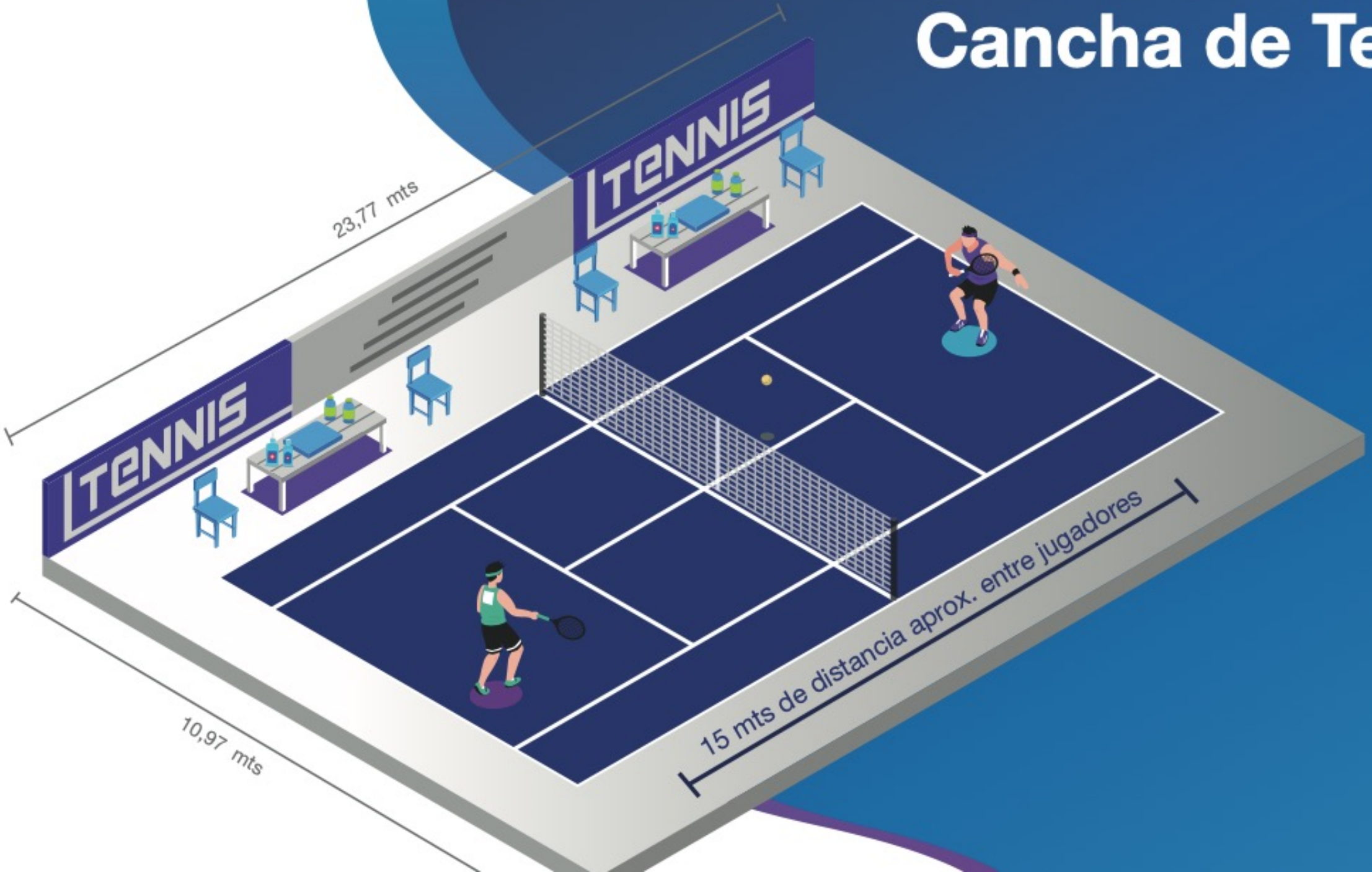
ANTE CUALQUIER SÍNTOMA DE COVID-19, COMUNICATE CON LA AUTORIDAD COMPETENTE

COVID-19

PAUTAS ACTUALIZADAS DE COMO JUGAR DE MANERA SEGURA

CONSEJOS Y RECOMENDACIONES PARA LOS JUGADORES

Cancha de Tenis



COVID-19
ENFERMEDAD DE CORONAVIRUS

INFORMESE:

Conozca Su Riesgo Durante el COVID-19

En una escala del 1 al 10 que tan arriesgado es…

Clasificado por los médicos de la Unidad Especial del COVID-19 de la TMA y el Comité sobre Enfermedades Infecciosas de la TMA.

Por favor asuma que los participantes están actualmente siguiendo cuando es posible los protocolos de seguridad recomendados.

Texas Medical Association
Physicians Caring for Texans

Texas Medical Association | 401 W. 15th St. | Austin, TX 78701-1680

Coronavirus Riskiest Activities

According to 500+ epidemiologists & health professionals

- risk factors to consider
- people how many?
- space how close is the contact?
- time how long the exposure?
- location inside or outside?
- surfaces lots of high touch?
- area high number of cases?
- covidiocy how likely is compliance?

Risk reduced by wearing a mask, social distancing & washing hands

informationisbeautiful

sources: New York Times, Reuters, NPR, SF Gate & others

Rio2016
Rio2016
Rio 2016
ITF
International Tennis Federation

International Olympic Committee

INTERNATIONAL PARALYMPIC COMMITTEE

TOKYO 2020

TOKYO 2020 PARALYMPIC GAMES

THE PLAYBOOK
ATHLETES AND OFFICIALS

Your guide to a safe and successful Games

Sport	Discipline	Earliest arrival	Training start	Competition start	Competition end	Latest departures*
Aquatics	Swimming	17-Jul	19-Jul	24-Jul	1-Aug	48 hours after athletes last event or elimination from competition.
Aquatics	Marathon Swimming	28-Jul	30-Jul	4-Aug	5-Aug	
Aquatics	Diving	18-Jul	20-Jul	25-Jul	7-Aug	
Aquatics	Water Polo	17-Jul	19-Jul	24-Jul	8-Aug	
Aquatics	Artistic Swimming	26-Jul	28-Jul	2-Aug	7-Aug	
Archery		16-Jul	18-Jul	23-Jul	31-Jul	
Athletics	Track & Field	23-Jul	25-Jul	30-Jul	7-Aug	
Athletics	Road Events**	29-Jul	31-Jul	5-Aug	8-Aug	
Badminton		17-Jul	19-Jul	24-Jul	2-Aug	48 hours after athletes last event or elimination from competition.
Baseball		21-Jul	23-Jul	28-Jul	7-Aug	
Basketball	3x3	17-Jul	19-Jul	24-Jul	28-Jul	
Basketball	Basketball	18-Jul	20-Jul	25-Jul	8-Aug	
Boxing		17-Jul	19-Jul	24-Jul	8-Aug	
Canoe	Sprint	26-Jul	28-Jul	2-Aug	7-Aug	
Canoe	Slalom	18-Jul	20-Jul	25-Jul	30-Jul	
Cycling	BMX Freestyle	24-Jul	26-Jul	31-Jul	1-Aug	
Cycling	BMX Racing	22-Jul	24-Jul	29-Jul	30-Jul	
Cycling	Road	17-Jul	19-Jul	24-Jul	28-Jul	
Cycling	Mountain Bike	19-Jul	23-Jul	26-Jul	27-Jul	
Cycling	Track	26-Jul	28-Jul	2-Aug	8-Aug	
Equestrian	Dressage	In line with horse arrivals		24-Jul	28-Jul	In line with horse departures
Equestrian	Jumping			3-Aug	7-Aug	
Equestrian	Eventing			30-Jul	2-Aug	
Fencing		17-Jul	19-Jul	24-Jul	1-Aug	48 hours after athletes last event or elimination from competition.
Football	Football - Women	14-Jul	16-Jul	21-Jul	6-Aug	
Football	Football - Men	15-Jul	17-Jul	22-Jul	7-Aug	
Golf		22-Jul	24-Jul	29-Jul	7-Aug	
Gymnastics	Artistic	17-Jul	19-Jul	24-Jul	3-Aug	
Gymnastics	Rhythmic	30-Jul	1-Aug	6-Aug	8-Aug	
Gymnastics	Trampoline	23-Jul	25-Jul	30-Jul	31-Jul	
Handball		17-Jul	19-Jul	24-Jul	8-Aug	
Hockey		17-Jul	19-Jul	24-Jul	6-Aug	
Judo		17-Jul	19-Jul	24-Jul	31-Jul	
Karate		29-Jul	31-Jul	5-Aug	7-Aug	
Modern Pentathlon		29-Jul	31-Jul	5-Aug	7-Aug	
Rowing		16-Jul	18-Jul	23-Jul	30-Jul	
Rugby 7s		19-Jul	21-Jul	26-Jul	31-Jul	
Sailing		13-Jul	14-Jul	25-Jul	4-Aug	
Shooting		17-Jul	19-Jul	24-Jul	2-Aug	
Skateboarding	Street	18-Jul	20-Jul	25-Jul	26-Jul	
Skateboarding	Park	28-Jul	30-Jul	4-Aug	5-Aug	
Softball		14-Jul	16-Jul	21-Jul	27-Jul	
Sport Climbing		27-Jul	29-Jul	3-Aug	6-Aug	
Surfing		18-Jul	20-Jul	25-Jul	1-Aug	
Table Tennis		17-Jul	19-Jul	24-Jul	6-Aug	
Taekwondo		17-Jul	19-Jul	24-Jul	27-Jul	

The Tokyo 2020 Organising Committee of the Olympic and Paralympic Games
Harumi Island Triton Square Office Tower X34F, 1-8-12
Harumi, Chuo-ku, Tokyo, 104-6034 Japan

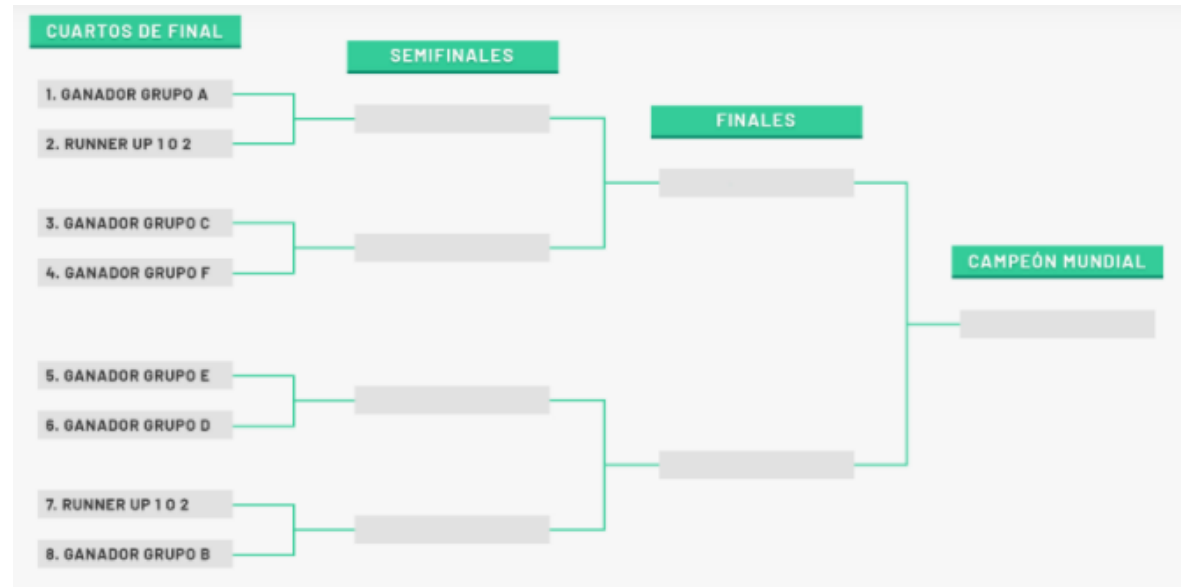
TOKYO 2020

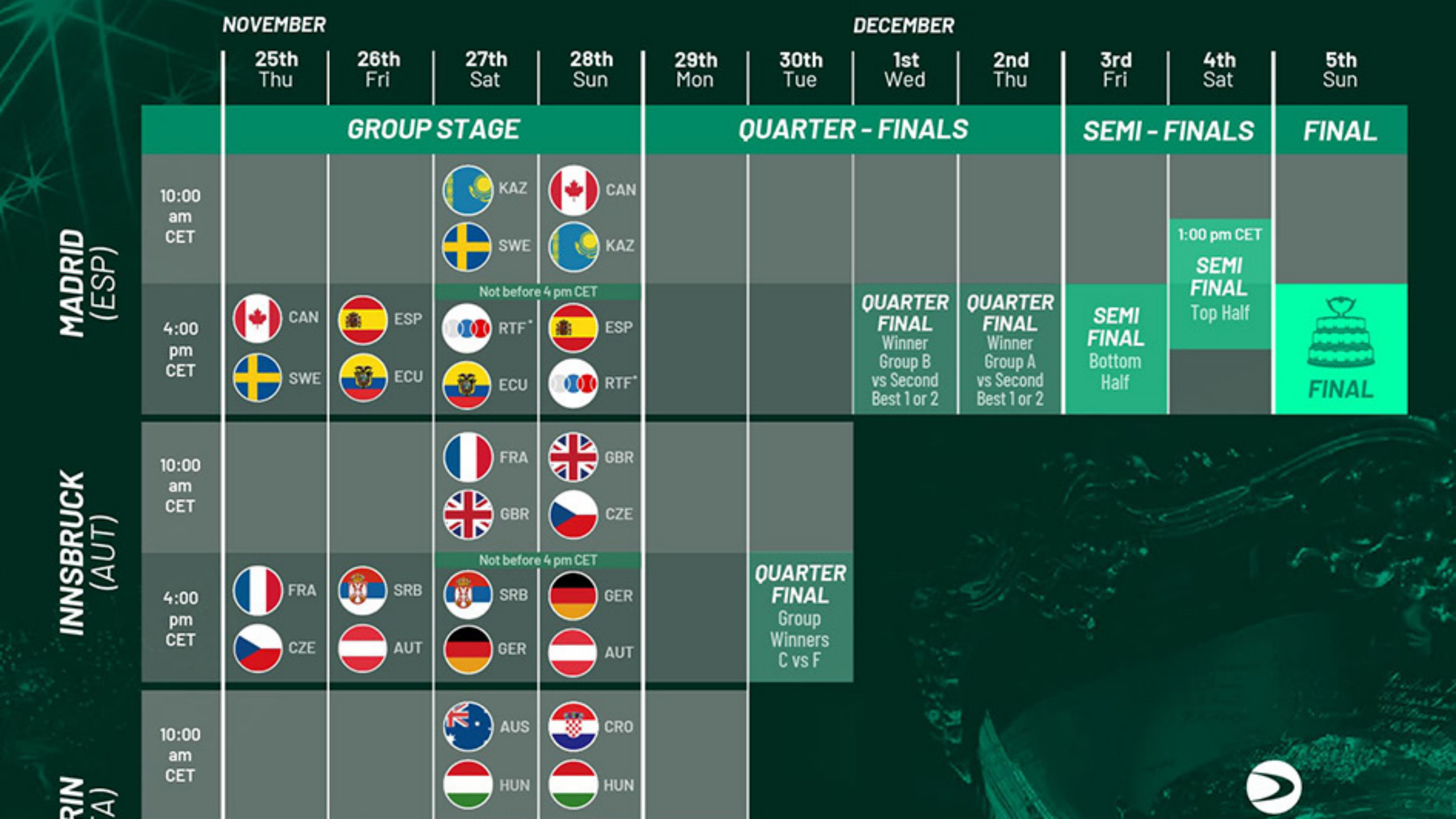
Sport	Discipline	Earliest arrival	Training start	Competition start	Competition end	Latest departures*
Tennis		17-Jul	19-Jul	24-Jul	1-Aug	48 hours after athletes last event or elimination from competition.
Triathlon		19-Jul	21-Jul	26-Jul	31-Jul	
Volleyball	Volleyball	17-Jul	19-Jul	24-Jul	8-Aug	
Volleyball	Beach Volleyball	17-Jul	19-Jul	24-Jul	7-Aug	
Weightlifting		17-Jul	19-Jul	24-Jul	4-Aug	
Wrestling		25-Jul	27-Jul	1-Aug	7-Aug	

MAPFRE
Adecco
Adecco
Adecco
MAPFRE
ITF
International Tennis Federation

GRUPO A	GRUPO B	GRUPO C
ESPAÑA	CANADA	FRANCIA
RUSIA	KAZAKHSTAN	REINO UNIDO
ECUADOR	SUECIA	REP. CHECA

GRUPO D	GRUPO E	GRUPO F
CROACIA	ESTADOS UNIDOS	SERBIA
AUSTRALIA	ITALIA	ALEMANIA
HUNGRIA	COLOMBIA	AUSTRIA




NOVEMBER
DECEMBER
25th Thu
26th Fri
27th Sat
28th Sun
29th Mon
30th Tue
1st Wed
2nd Thu
3rd Fri
4th Sat
5th Sun
GROUP STAGE
QUARTER - FINALS
SEMI - FINALS
FINAL
MADRID (ESP)
10:00 am CET
4:00 pm CET
KAZ
SWE
CAN
KAZ
Not before 4 pm CET
CAN
SWE
ESP
ECU
RTF*
ECU
ESP
RTF*
QUARTER FINAL Winner Group B vs Second Best 1 or 2
QUARTER FINAL Winner Group A vs Second Best 1 or 2
SEMI FINAL Bottom Half
1:00 pm CET
SEMI FINAL Top Half
FINAL
INNSBRUCK (AUT)
10:00 am CET
4:00 pm CET
FRA
GBR
GBR
CZE
Not before 4 pm CET
FRA
CZE
SRB
AUT
SRB
GER
GER
AUT
QUARTER FINAL Group Winners C vs F
AUS
HUN
CRO
HUN

BILLIE JEAN
KING CUP
BY
BNP PARIBAS

ITF
THE WORLD CUP OF TENNIS

TENNIS
CLASH

TENIS PROFESIONAL – ITF - WTA

ITF

TOURNAMENT CALENDAR ITF TOURS PLAYERS RANKINGS NEWS

HOME > NEWS & MEDIA > CIRCUIT ARTICLES > ITF

STATEMENT 21 APR 2020

TENNIS UNITES TO CREATE COVID-19 PLAYER RELIEF PROGRAMME

ITF World Tennis Tour | Grand Slams

The international governing bodies of world tennis (the ITF, ATP, WTA, Tennis Australia, the Federation Francaise de Tennis, All England Club and United States Tennis Association) have issued the following statement regarding a COVID-19 Player Relief Programme:

Deportes > Tenis

El mundo del tenis se une para ayudar a los jugadores con menos recursos

Es noticia

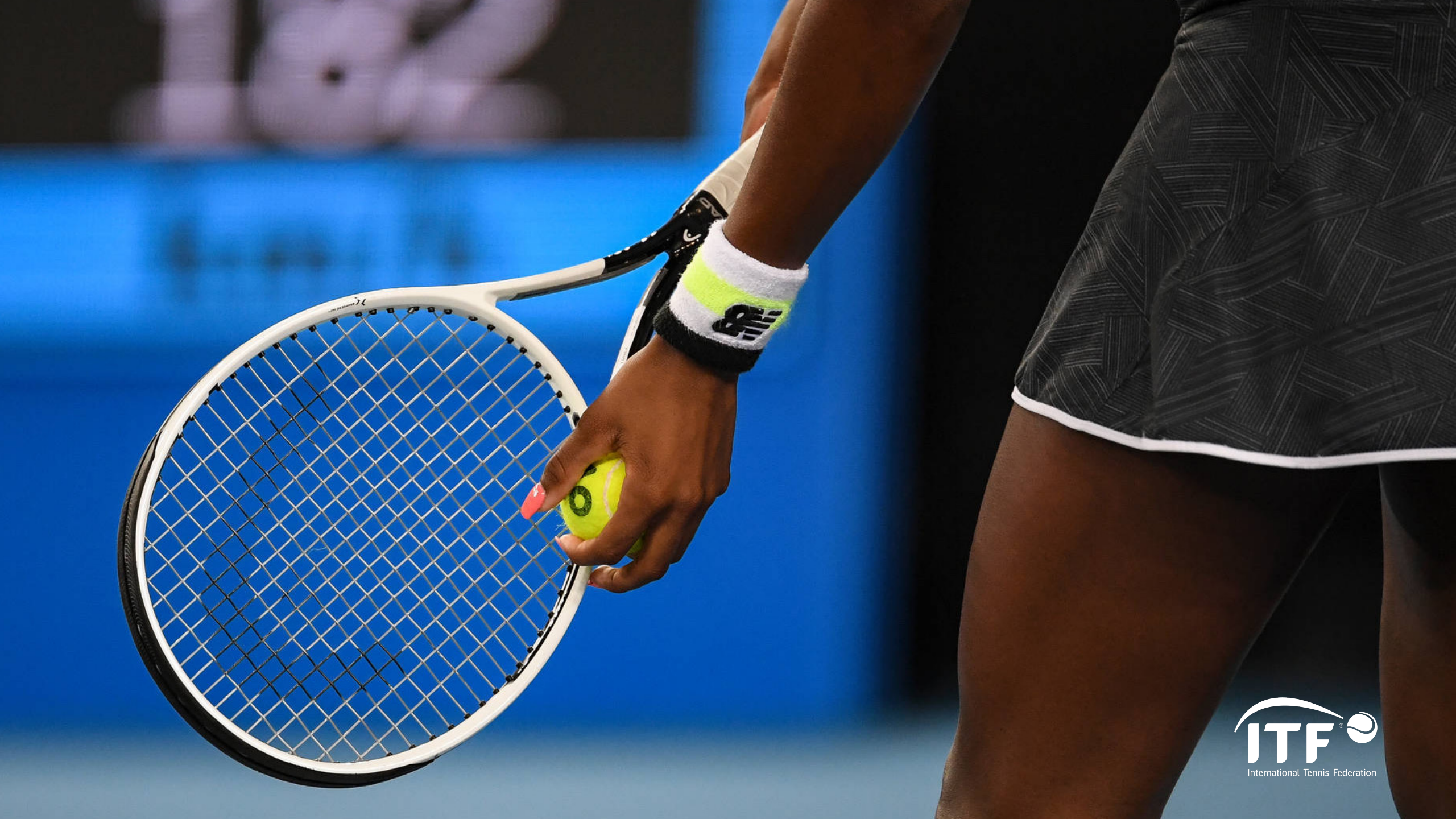
Tenis > Barça Fútbol Fórmula 1 MotoGP Baloncesto NBA Ciclismo Novak Djokovic Rafa Nadal Roger Federer

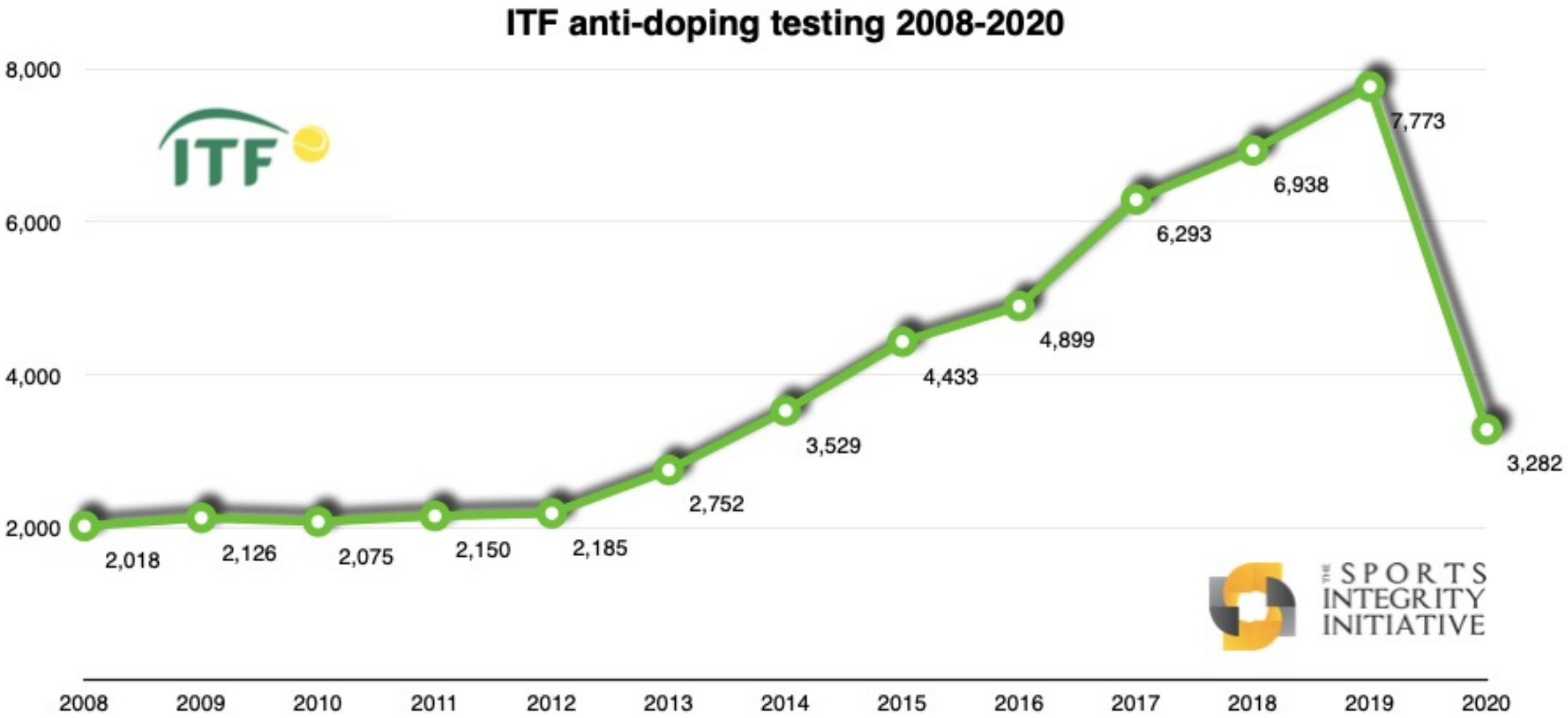
Iniciativa contra el coronavirus

El mundo del tenis se une para ayudar a los jugadores con menos recursos

ITF, ATP, WTA, Grand Slam y el Big 3 preparan un fondo para dar 10.000 dólares a cada tenista sentre el 250 y el 700 del mundo

Ad


ITF
International Tennis Federation


ITF anti-doping testing 2008-2020
8,000
6,000
4,000
2,000
2,018
2,126
2,075
2,150
2,185
2,752
3,529
4,433
4,899
6,293
6,938
7,773
3,282
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
ITF
THE SPORTS INTEGRITY INITIATIVE

4,926 PLAYERS

2,683 MEN | 2,243 WOMEN

TOURNAMENTS

150 MEN

153 WOMEN

ITF World Tennis Tour

NUMBER OF TOURNAMENTS HELD IN DIFFERENT **COUNTRIES**

32 MEN

35 WOMEN

TUNISIA

HOSTS 44 ITF WTT TOURNAMENTS IN 2020

(MOST BY A SINGLE NATION)

4 MOST SINGLES TITLES

QINWEN ZHENG (CHN)
BEATRIZ HADDAD MAIA (BRA)
ALESSANDRO BEGA (ITA)
KACPER ZUK (POL)

QINWEN ZHENG

BEATRIZ HADDAD MAIA

CARLOS ALCARAZ

CICI BELLIS

BIG LEAPS INTO TOP 150

ALCARAZ
No. 492 › 141

BELLIS
No. 857 › 133

FIBERCORP
VIESA
Buenos Aires Ciudad
ITF
International Tennis Federation

TikTok

ITF Global Tennis Report

87m

Tennis Players Globally

ITF Global Tennis Report

37.9%

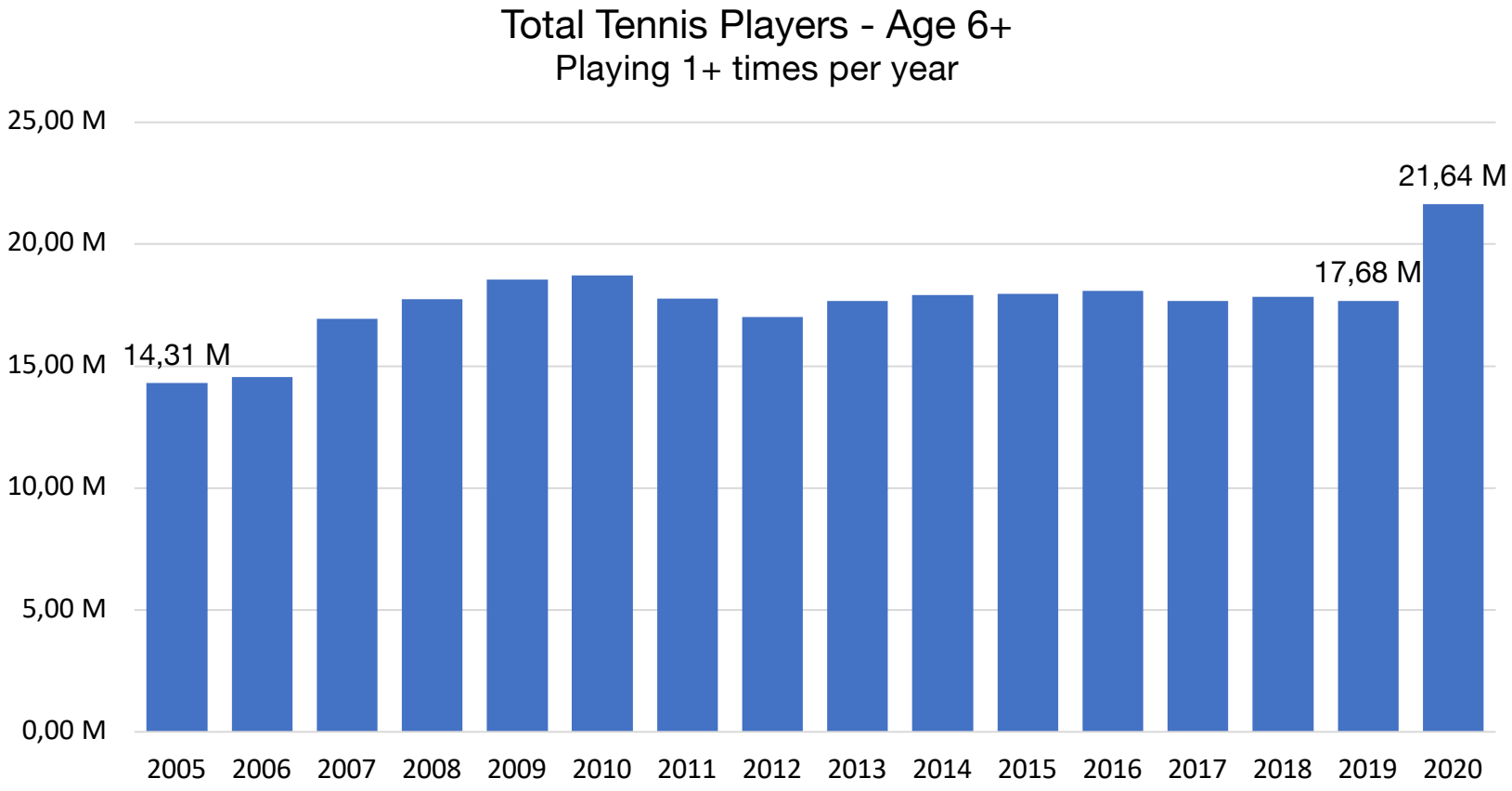
of world's Tennis population is in Asia

ITF Global Tennis Report

60%

of professional players (male and female combined) with a top 250 ranking were from Europe

Nearly 4 million more Americans played tennis at least once in 2020



- After several year of flat participation, total tennis players increased 22% to 21.64 million players

Source: Physical Activity Council

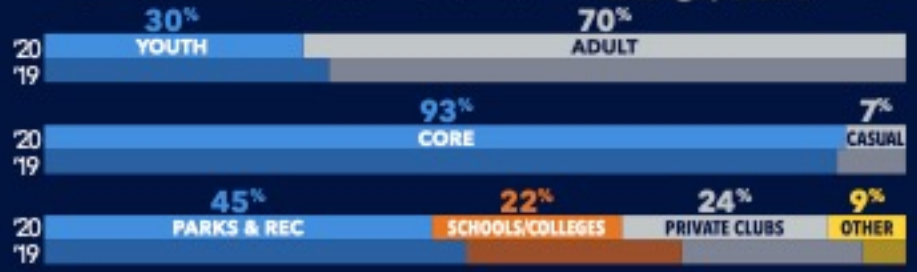
PANDEMIC PARTICIPATION BOOM

Participation grew **22%** as a result of tennis' position as the perfect sport during the global pandemic.

Nearly **3M** new players **(+44%)** and over **3.8M** returning players **(+40%)** participated in 2020.

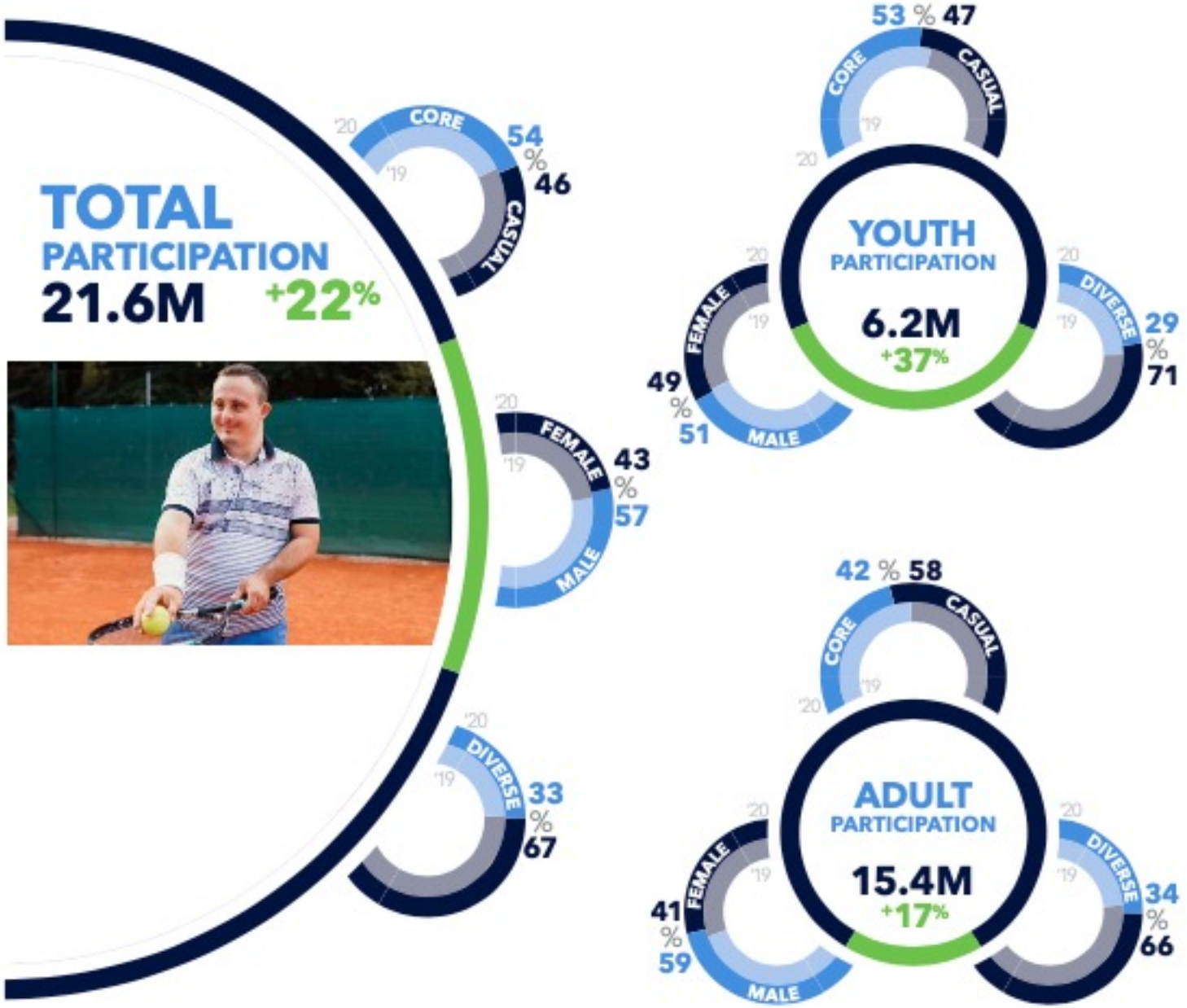
Given the influx of new players at park & rec facilities, the industry must develop tools to capture these players' data and develop touchpoints to engage and grow play occasions.

TOTAL PLAY OCCASIONS 495.1M +28%



INCOME LEVELS · ALL PARTICIPANTS

TENNIS INDUSTRY UNITED
TOGETHER, FOR TENNIS.



SOURCE: PAC

FACILITIES

TOTAL TENNIS COURTS

250,000

Of the total new and returning players, over **2M new players** and **2.5M returning players** in 2020 played at public parks, schools or recreational facilities, representing a significant programming opportunity. These players drove a **22% increase** in play occasions at these venues.

Approximately **25%** of play occasions occur at private/commercial clubs.

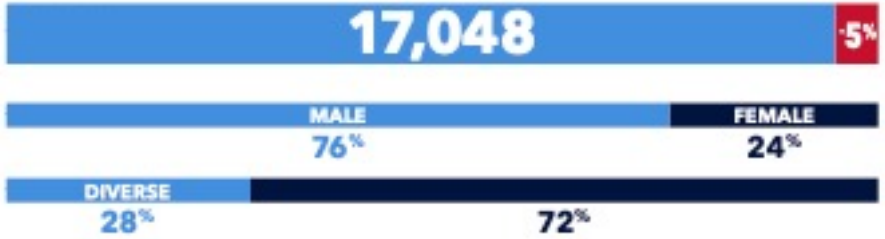
TENNIS DELIVERY

There are over 17,000 certified coaches in the U.S. with **24% female** and **28% diverse**. The industry must now put significant focus and investment on recruitment of a new, young, diverse army of providers in order to deliver positive customer experiences. These providers will play a critical role in engaging the nearly 3M new participants to the game and driving these players to additional programming.

The increase in unique providers engaged with the USTA was primarily due to growth in Safe Play certification, new categories of providers in Serve Tennis and new school teachers/coaches.

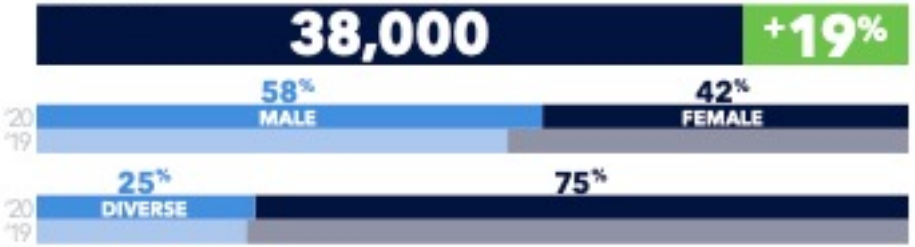
UNIQUE CERTIFIED COACHES

SOURCE: USPTA + PTR



UNIQUE PROVIDERS ENGAGED WITH USTA

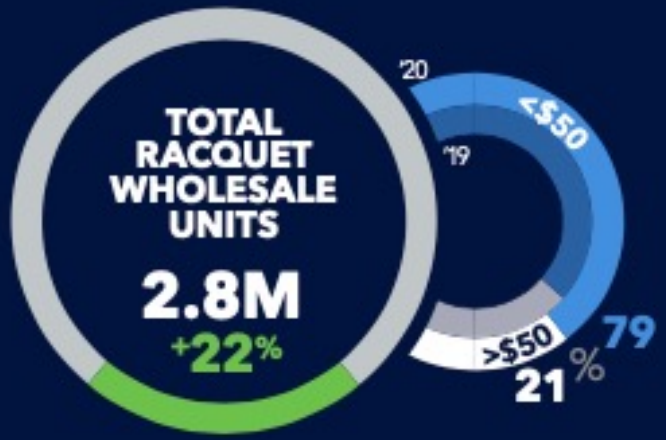
SOURCE: USTA

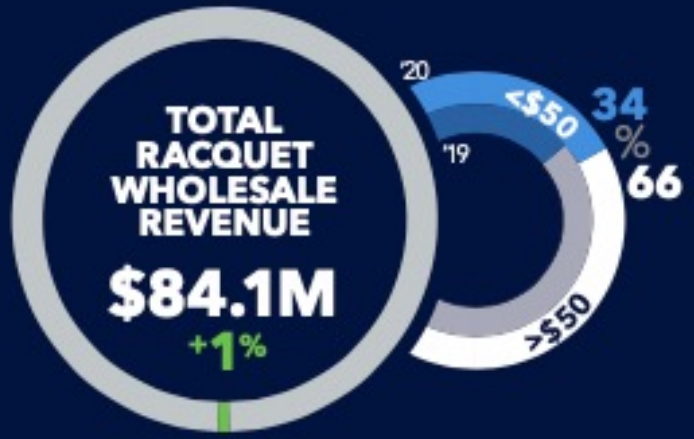


EQUIPMENT

SOURCE: Tennis Industry Association

Unit wholesale sell-in of racquets grew **22% YOY** while wholesale revenue remained relatively flat, indicating significant growth in sales of entry-level racquets.

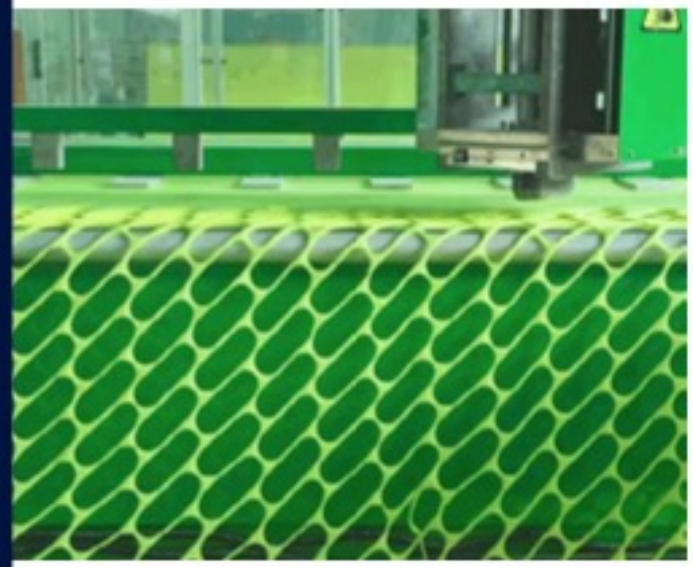




BALL WHOLESALE

UNITS	REVENUE
106.8M +2%	$75.4M +2%

Ball sales remained flat YOY due to supply chain issues—manufacturing plants in Asia closed for 6+ months due to COVID.



RACQUET SELL-THRU IN SPECIALTY RETAIL

UNITS	REVENUE
600K	$93M -9%

Racquet sell-through in specialty retail was flat YOY, indicating significant growth in sales within large format & value retailers to **new/casual** youth & adult players.

FAN ENGAGEMENT

83M US OPEN FANS IN THE UNITED STATES

SOURCE: YouGov

DIGITAL

TOTAL VISITS FROM U.S. ACROSS KEY TENNIS WEBSITES

65M

-32%

Digital traffic across all key tennis websites decreased significantly due to cancellation/postponement of key events.

SOURCE: SimilarWeb

SOCIAL

GLOBAL INTERACTIONS & VIDEO VIEWS ACROSS CHANNELS

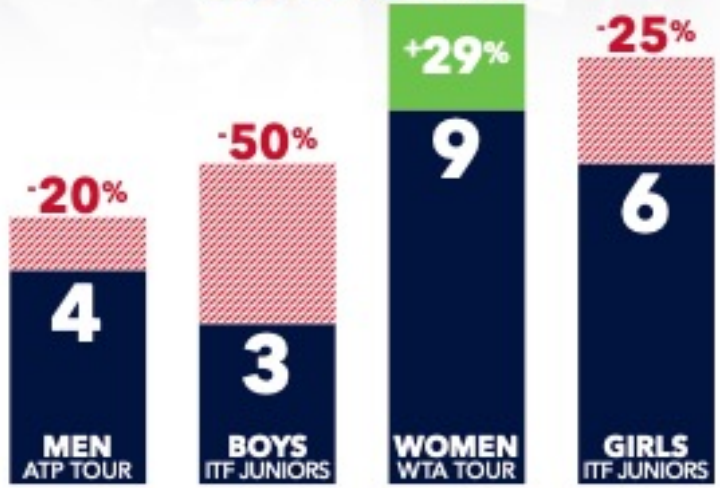
1.9B

-14%

Social interactions across all channels decreased significantly due to cancellation/postponement of key events and grassroots programming.

SOURCE: Trackmaven (Skyword) for Total Interactions (Facebook, Instagram, Twitter, YouTube) + Total Video Views (Facebook & YouTube); CrowdTangle for Total Video Views (Instagram)

PROFESSIONAL PLAYER HIGHLIGHTS



TOTAL AMERICANS RANKED IN TOP 50

Sofia Kenin won her first major championship at the 2020 Australian Open

Taylor Fritz reached third round of Australian Open, Roland Garros, and first ATP 500 final, achieving a career-high ranking of ATP #24

Coco Gauff reached the round of 16 at the 2020 Australian Open with a 3rd round win over world #3 Naomi Osaka

Sebastian Korda fought through the Qualifying at Roland Garros in 2020 as a 19 year-old to reach the round of 16

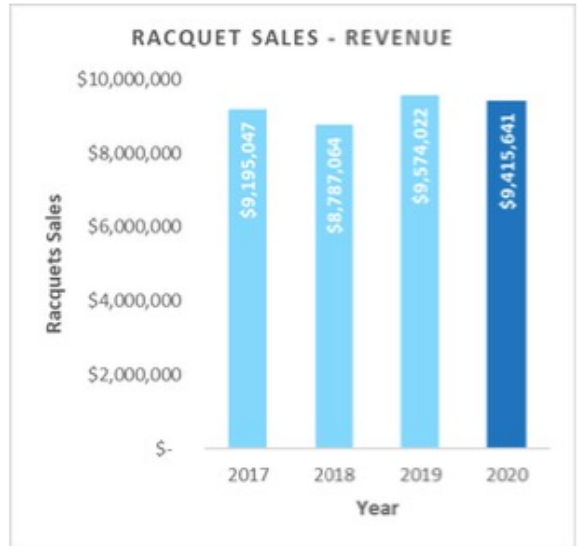
David Wagner (Quad Wheelchair) rose to #4 in the world and was the only American to compete in the Australian, US Open and Roland Garros.

HEALTH OF TENNIS RETAIL INDUSTRY IN CANADA

Over the last 10 years Tennis Canada has conducted a retail market analysis in partnership with the major manufacturers (Wilson, Yonex, Babolat and Head) to assess the overall health of the retail tennis industry in Canada. The latest analysis highlights some key metrics that show overall growth in in 2020. This is reflective of the growth in popularity of tennis during COVID-19 due tennis' inherent alignment with COVID protocols. Some key highlights from the past year include:

- Major increase in wholesale racquet units (+9%) stimulated by tennis's built in social distancing for COVID-19. Racquet sales the highest since 2015.
- Total racquet wholesale dollar sales down (-2%) reflecting a shift to lower priced units as lapsed and new players enter the sport. Average racquet price down 10%.
- Total ball unit sales up by 16%, total revenue up by 13% presumably for same reasons.

The full market analysis is provided below.



Forbes

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Tennis Experiences Boom During Covid-19 Coronavirus Pandemic, How To Play Safely

Bruce Y. Lee Senior Contributor ⓘ

Health

I am a writer, journalist, professor, systems modeler, computational and digital health expert, avocado-eater, and entrepreneur, not always in that order.

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El tenis madrileño resurge con fuerza ante el covid-19

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Prepared for the ITF by Ipsos MORI.
April 2021

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The Educational Relationship Between Teachers and Young Tennis Players Continued During the Covid-19 Outbreak: Is the Online Teaching a New Start also for the University?

Authors Authors and affiliations

Valerio Bonavolontà, Stefania Cataldi ✉, Davide Maci, Francesco Fischetti

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Professional Tennis's Constellational Response to COVID-19

Kyle R. King
Penn State Altoona

frontiers in Sports and Active Living

ORIGINAL RESEARCH
published: 18 March 2021
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Influence of the COVID-19 Pandemic on Mood and Training in Australian Community Tennis Players

Mitchell Turner[1,2], Philipp Beranek[1,2], Shane L. Rogers[3], Kazunori Nosaka[1,4], Olivier Girard[5] and Travis Cruickshank[1,2,6]*

PLOS ONE

RESEARCH ARTICLE

The gender gap in aversion to COVID-19 exposure: Evidence from professional tennis

Zuzanna Kowalik[1], Piotr Lewandowski[1,2]*

1 Institute for Structural Research (IBS), Warsaw, Poland, **2** IZA, Bonn, Germany

sustainability

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Article

Tennis Coaches' Perceptions of Covid-19 Impact on Their Health and Professional Activity: A Multi-Cultural Approach

Miguel Crespo [1], Rafael Martínez-Gallego [2,*] and Jesús Ramón-Llin [3]

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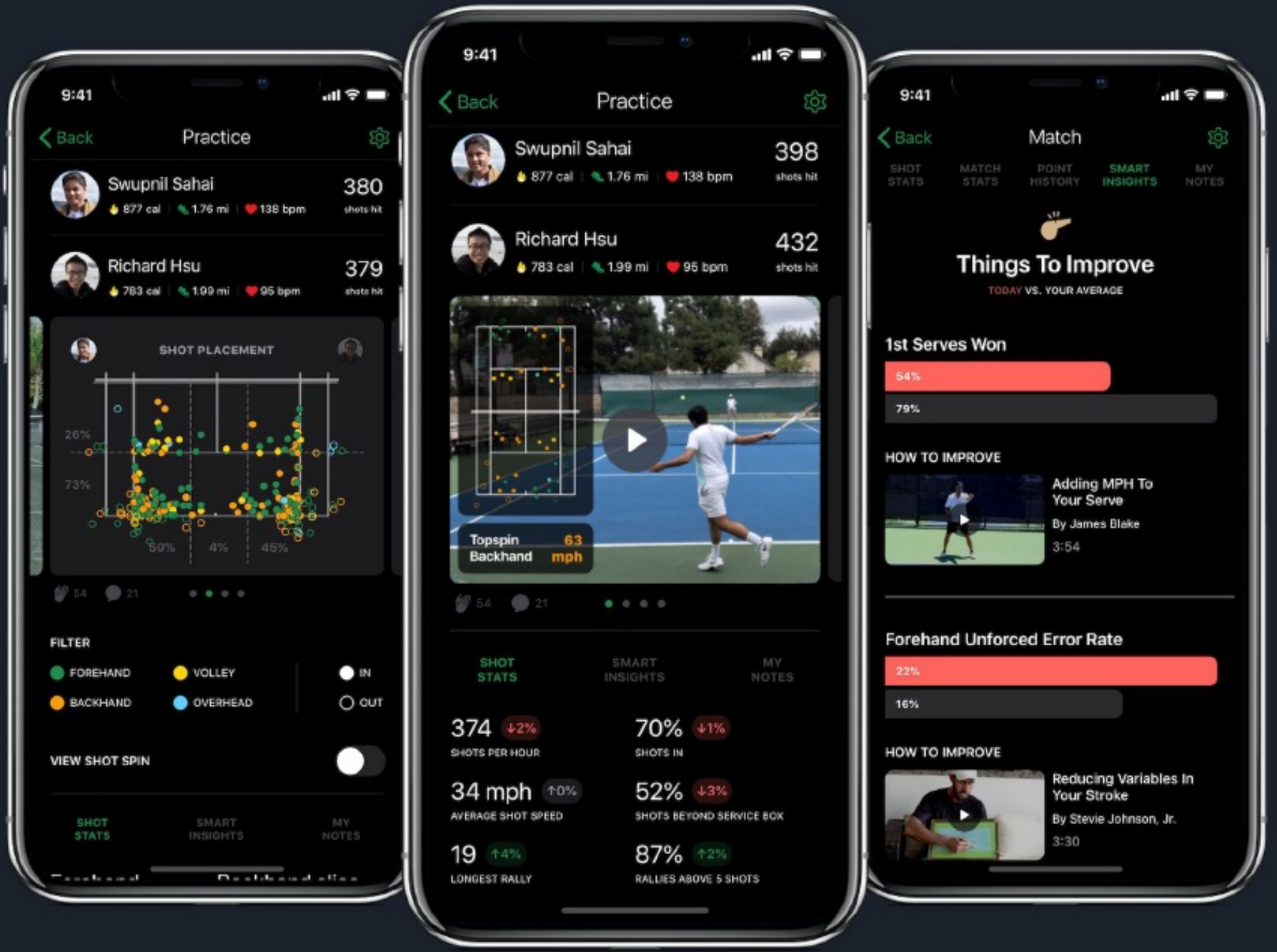
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Swupnil Sahai
877 cal
1.76 mi
138 bpm
380
shots hit
Richard Hsu
783 cal
1.99 mi
95 bpm
379
shots hit
SHOT PLACEMENT
26%
73%
50%
4%
45%
FILTER
FOREHAND
VOLLEY
BACKHAND
OVERHEAD
IN
OUT
VIEW SHOT SPIN
SHOT STATS
SMART INSIGHTS
MY NOTES
9:41
Back
Practice
Swupnil Sahai
877 cal
1.76 mi
138 bpm
398
shots hit
Richard Hsu
783 cal
1.99 mi
96 bpm
432
shots hit
Topspin
Backhand
63
mph
SHOT STATS
SMART INSIGHTS
MY NOTES
374
↓2%
SHOTS PER HOUR
70%
↓1%
SHOTS IN
34 mph
↑0%
AVERAGE SHOT SPEED
52%
↓3%
SHOTS BEYOND SERVICE BOX
19
↑4%
LONGEST RALLY
87%
↑2%
RALLIES ABOVE 5 SHOTS
9:41
Back
Match
SHOT STATS
MATCH STATS
POINT HISTORY
SMART INSIGHTS
MY NOTES
Things To Improve
TODAY VS. YOUR AVERAGE
1st Serves Won
54%
79%
HOW TO IMPROVE
Adding MPH To Your Serve
By James Blake
3:54
Forehand Unforced Error Rate
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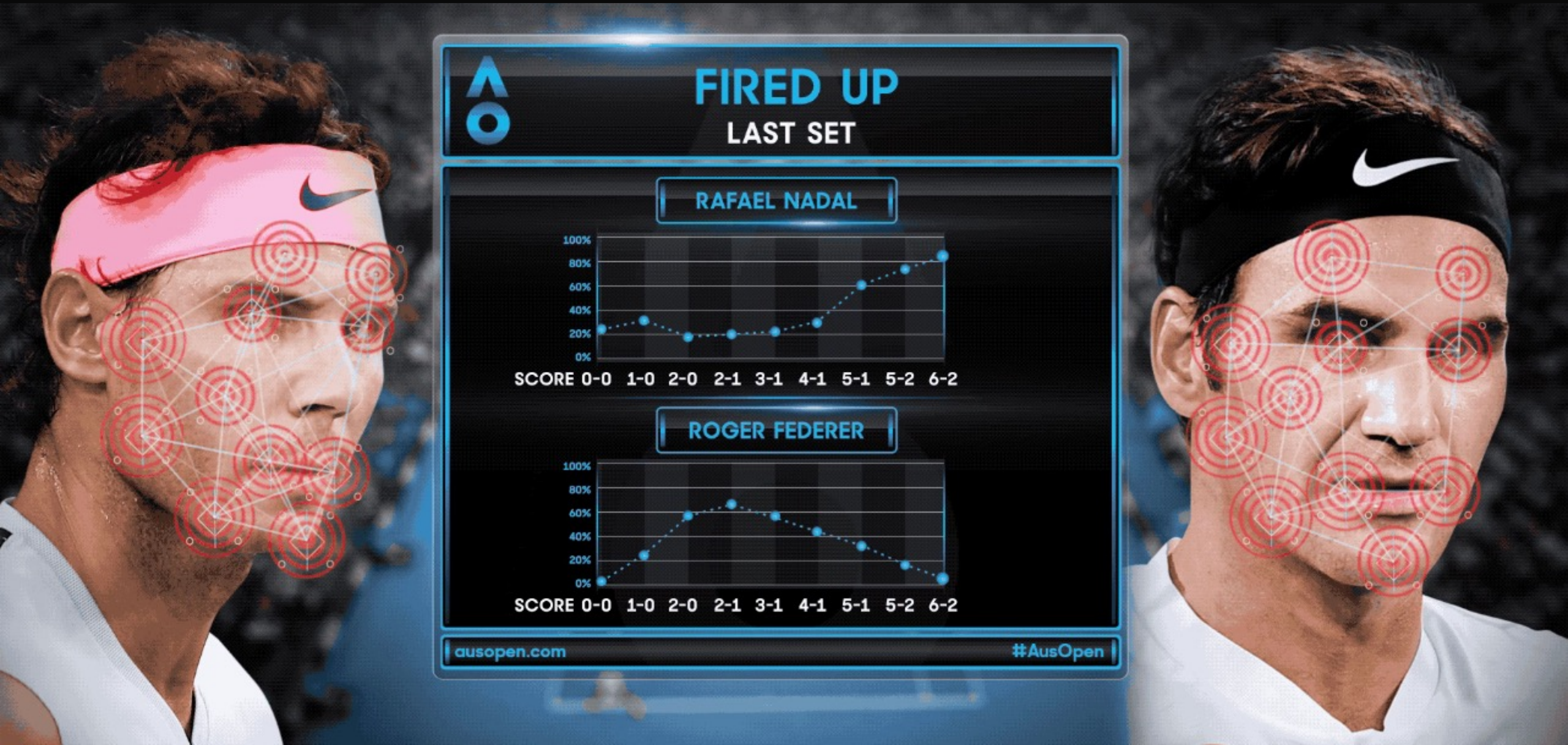
16%
HOW TO IMPROVE
Reducing Variables In Your Stroke
By Stevie Johnson, Jr.
3:30

SEGUIMIENTO DE LAS EMOCIONES



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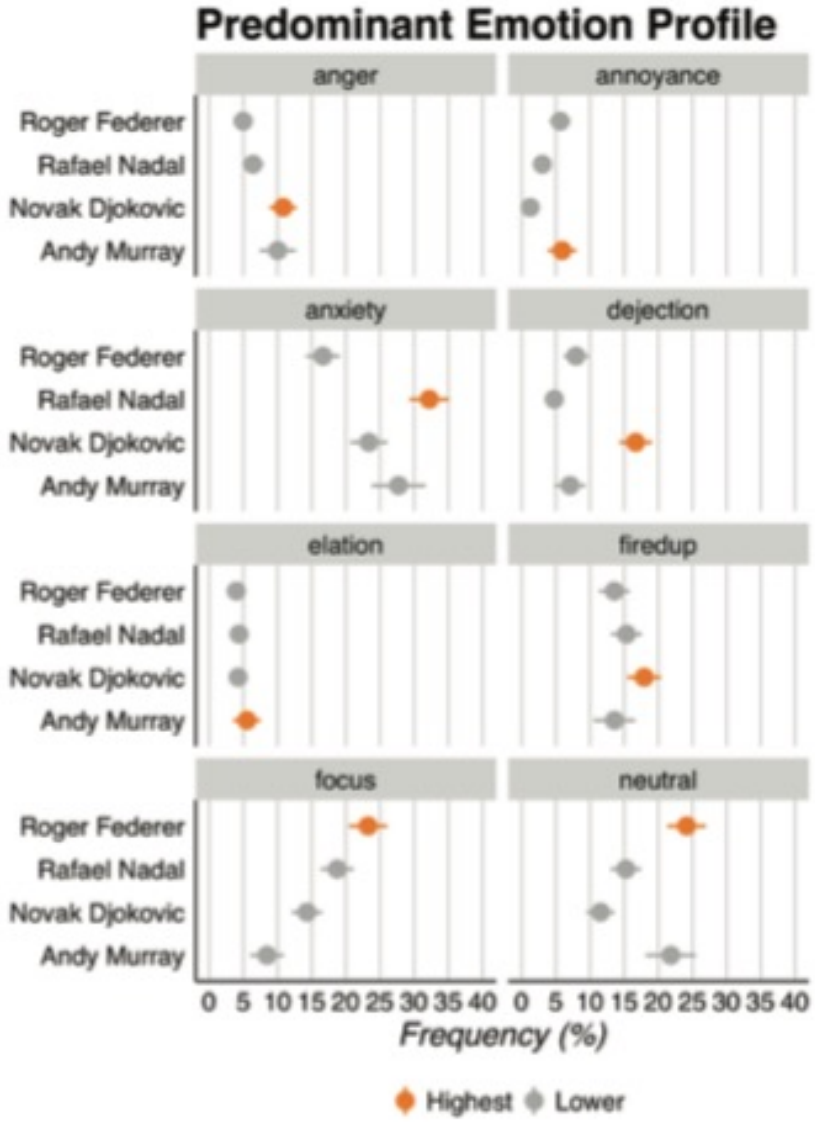

Figure 4.

Predominant emotions among "Big Four" at Australian Open 2017. Each point shows the frequency (as a percentage) that the emotion in sport (EIS) was the predominant emotion. Lines indicate the 95% confidence interval for the frequency. The player with the highest frequency for a given EIS is highlighted in orange.

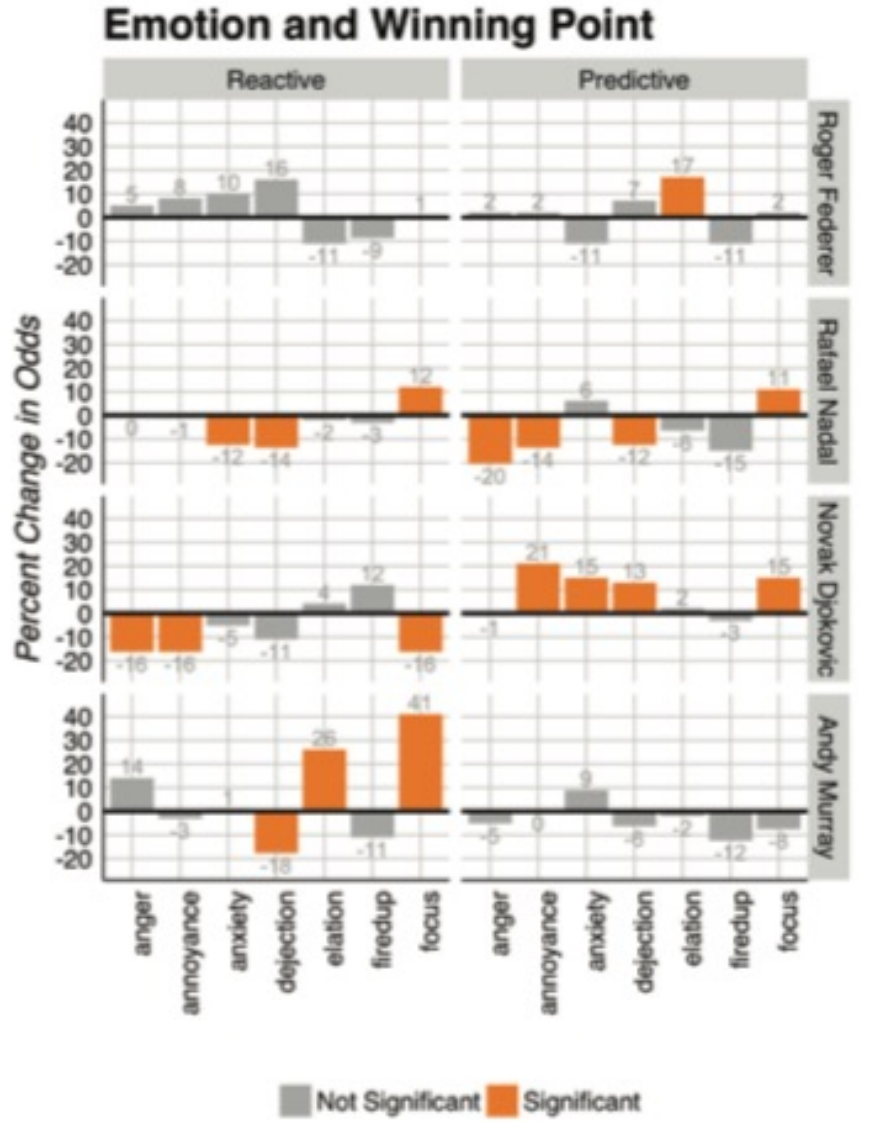

Figure 5.

Percentage change in point winning odds associated with standard deviation increase in emotions in sport (EIS) after the point was played ('Reactive') and before the next point was played.

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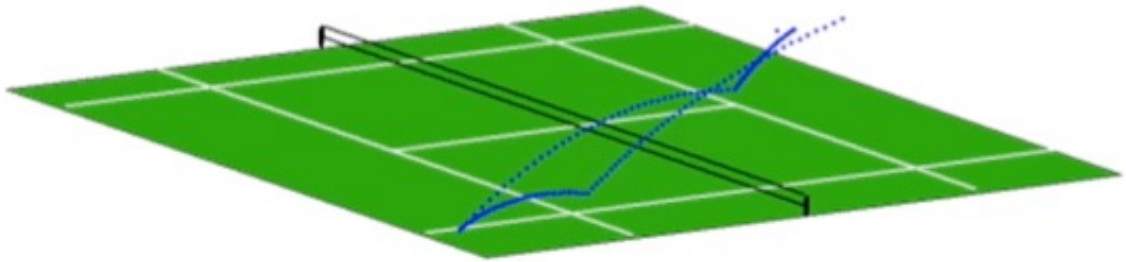
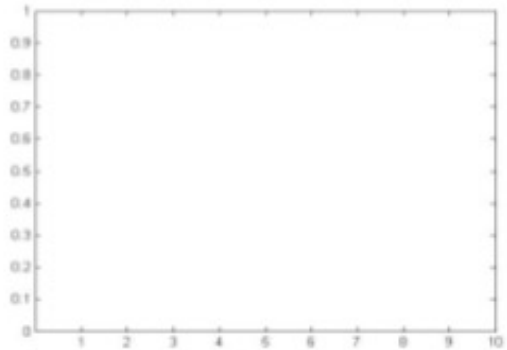
SHOT PREDICTION IN TENNIS

Footage

Ball Trajectories in Hawk-eye



Probability of the next shot at each zone



Today, almost 600,000 Australians
are living with blindness or low vision.

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