



HAWAII PACIFIC

SHOWCASE YOUR BRAND AND ENGAGE CONSUMERS BY PARTNERING WITH USTA HAWAII PACIFIC

Committed to promoting and developing the growth of tennis and increasing participation in the sport in Hawaii, American Samoa, Guam, and Northern Marianas

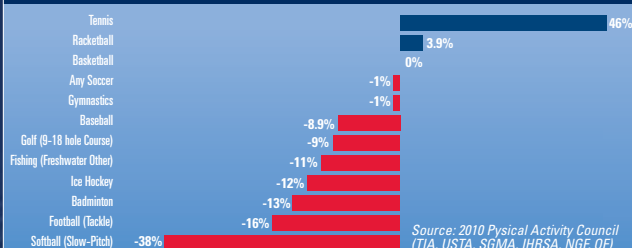
Industry Demographics & Facts

- 7,500 individual members in Hawaii, American Samoa, Guam, and Northern Marianas
- 100 organizational members
- 27mm+ active tennis players in US
- US Open is the largest spectator sport in the world (800,000+)
- \$5.4 billion total domestic tennis economy
- 3.2mm total youth tennis participation
- Approximately 10% of all Hawaii residents play tennis, an estimated 130K people
- Hawaii has the highest percentage of frequent tennis players in the U.S.
- 58% female / 42% male
- 89% attended/graduated college
- \$150,000 average household income
- 87% work out regularly
- 84% travel domestically/internationally

360° engagement opportunities with your brand

- Onsite
- Online
- Print
- Hospitality
- Interactive
- Direct mail
- Tickets
- Cause marketing

Tennis is the Fastest Growing Traditional Sport 2000–2010



Measurement

Value

TIA Economic Index	\$5.4 Billion
Total Participation	28.04 Million
Total Frequent Players (21+ times/year)	5.31 Million
Total Youth Players	3.7 Million
USTA League Players	329,910

