

## RESOURCE E

# Estimating the Size of the Available Indoor Tennis Market

The single most important factor in determining the need for a year-round tennis court facility is the number of available tennis players who would find the facility convenient and affordable. Consequently, estimating the size of the current and future tennis market in reasonable proximity to a proposed new indoor facility is an important step in determining need.

Based on participation and registration patterns of sport and recreation consumers, potential tennis players that reside within an eight to 12 minute travel time from the proposed facility are considered the primary market of the facility. Generally, 60% to 70% of the facility's patronage will arise from the primary market. The secondary market would come from an area outside the primary market boundary and up to a travel time of 20 minutes to the facility.

These market area boundaries can vary quite broadly based on the characteristics of the community, its urban vs. rural locale, the local demographic makeup of its residents, etc. A review of the local recreation department's program registration and sales data can provide a very good indication as to where a proposed new facility might attract potential tennis players from.

It would also be useful to understand the municipal stance on how many residents from other jurisdictions would be acceptable at the new facility. Normally, financial relationships between municipalities and external organizations are only justifiable if the municipal contribution – such as access to the municipal courts on a year-round basis - provides an acceptable level of community benefit to local ratepayers. Therefore, while individuals living outside the jurisdiction in question could help to bolster the membership roster of a potential indoor facility, local municipal residents who have more direct access to the proposed facility should be considered the key numbers in the needs analysis.

An additional qualifier to consider in the needs analysis is the number of potential players in the adult market. Children and youth represent a portion of the tennis community that will participate in tennis programming that can provide a reasonable stream of income over and above membership or court revenue. However, revenue produced by adult or family memberships, plus the income generated by court fees, are usually a significant ingredient in a positive business case. So, while junior tennis players will benefit from the availability of an indoor facility in the municipality, the needs assessment should be more heavily weighted in favour of the potential number of players from the available adult market.



Photo Credit: Peter Power



The key variables required to accurately estimate the number of potential tennis players in the primary and secondary markets are:

- A. The number of adults currently residing in the primary and secondary market areas of the proposed new facility, as well as any estimated population growth in both areas over the next 10 to 15 years (usually available from municipal planning departments).
- B. The most current tennis participation rate in your community (if a local rate is not available from municipal data, the provincial participation rate available from Tennis Canada can be used).
- C. The percentage of “frequent” tennis players from within the general pool of all tennis players (frequent players are the most likely candidates to be affiliated with either outdoor or indoor clubs).
- D. The most current rate of indoor tennis participation by tennis players (available from Tennis Canada’s annual Brand Study).
- E. The estimated number of people who play indoor tennis at existing facilities that have market or trade areas that overlap the market area of the proposed facility.

As an example, let’s assume:

- The adult residential population in the primary market area is 50,000 and 25,000 in the secondary market. Both markets will grow by 2% per year for the next 15 years;
- The local tennis participation rate is approximately equivalent to the national rate of 18%;
- The national percentage of tennis players who play indoors is 20%;
- 20% of players play frequently (using the Tennis Canada definition of a frequent player).
- These factors result in the following projections of players available in the primary and secondary markets.

	YR1	YR5	YR10	YR15
<i>Total Adult Population Primary Market</i>	50,000	54,122	59,755	65,974
<i>Total Adult Population Secondary Market</i>	25,000	27,061	29,877	32,987
<i>Total Players in Primary Market @ 18%</i>	9,000	9,742	10,756	11,875
<i>Total Players in Secondary Market</i>	4,500	4,871	5,378	5,938
<i>Total Indoor Players in Primary Market @ 20%</i>	1,800	1,948	2,151	2,375
<i>Total Indoor Players in Secondary Market</i>	900	974	1,076	1,188
<i>Indoor Frequent Players in Primary Market @ 20%</i>	360	390	430	475
<i>Indoor Frequent Players in Secondary Market</i>	180	195	215	238
<i>Total Available Market</i>	540	585	645	713

