

Rothsay OPEN

NOTTINGHAM

IMPACT REPORT 2024



ROTHESAY OPEN

LEXUS NOTTINGHAM TENNIS
CENTRE, NOTTINGHAM

WOMEN'S

WTA 250 TOURNAMENT

MEN'S

ATP 125 CHALLENGER TOURNAMENT



VISIBILITY AND REACH



 SOCIAL MEDIA:

10.7 MILLION
IMPRESSIONS

444,900
INTERACTIONS
ON LTA SOCIAL MEDIA CHANNELS IN 2024

 BROADCAST:

11.6 MILLION
BROADCAST AUDIENCE
(LINEAR & DIGITAL)

12 MILLION
SOCIAL MEDIA VIDEO VIEWS

ECONOMIC IMPACT

£1.26 MILLION

TOTAL ECONOMIC IMPACT

21,697

TOTAL SPECTATOR ADMISSIONS

12,615

NON-LOCAL SPECTATORS

16,819

UNIQUE SPECTATORS

4,556

COMMERCIAL BED NIGHTS



PARTICIPATION ACTIVATION



LTA YOUTH SCHOOLS FESTIVAL

1900 primary school pupils took part in activity across five days. 36 local schools involved, with 30 students from local colleges delivering LTA Youth sessions.

LTA YOUTH TEAM CHALLENGE

More than 30 children took part in a four counties youth team challenges for 10U and 12U age groups, with players from Nottinghamshire, Lincolnshire, Derbyshire, and Leicestershire.

FAMILY FUN WEEKEND

300 people attended on qualifying weekend to have a go at the sport on the bookable clinic courts.

LTA TENNIS FOUNDATION

Participants from charities The King's Trust and Rackets Cubed invited to the event, given a tour of the site including the press room, and took part in a meet and greet with a player.

WIDER ACTIVATION

SUSTAINABILITY

BRITA water refill stations on-site for players, fans, and officials to use as part of a partnership between the LTA and BRITA, saving over 220,000 single-use plastic bottles from the summer 2024 major events.

FRIDAY PRIDE DAY

Focus on LGBTQ+ inclusion, flying Progress Pride flag and dressing of event including umpire chair, as well as Pride in Tennis board members based on LTA Tennis Foundation stand and doing on-court interview and coin toss.

LTA AWARDS

Regional winners from the Central and East region presented with awards by Sandi Procter, plus on-court recognition in between matches, with Rising Star winner doing coin toss for match three featuring Ons Jabeur.





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