

Wednesday 31 January 2024

A record-breaking Australian Open – AO 2024 by the numbers

More fans streamed through the gates at Australian Open 2024 than ever before. While the world's best players put on a spectacular show on-court, an incredible range of food, entertainment, shopping, and tennis activations on offer ensured fun for fans of all ages.

Aryna Sabalenka defended her Australian Open women's singles crown, claiming back-to-back titles, while **Jannik Sinner** won his maiden Grand Slam men's singles title.

Australian Open 2024 broke both two-week and three-week attendance records. **1,020,763 fans** came through the gates during main draw, compared with the previous record of **839,192** set in 2023. An additional **89,894 fans** attended during **AO Opening Week**, bringing the three-week total to **1,110,657 people**.

Here is Australian Open 2024 by the numbers...

World-class performances ...

AO 2024 champions

- **[2] Aryna Sabalenka** defeated **[12] Qinwen Zheng (CHN)** 6-3 6-2 to claim back-to-back Australian Open women's singles title. 14-time Grand Slam champion **Evonne Goolagong Cawley** presented Sabalenka with the **Daphne Akhurst Memorial Cup**.
- **[4] Jannik Sinner (ITA)** defeated **[3] Daniil Medvedev** 3-6 3-6 6-4 6-4 6-3 to win his **maiden Grand Slam** singles title. Four-time Grand Slam champion **Jim Courier** presented Sinner with the **Norman Brookes Challenge Cup**. Sinner is the first Italian to win an Australian Open singles title.
- The second-seeded duo of Australia's **Matt Ebden** and his Indian partner **Rohan Bopanna** captured their maiden Australian Open men's doubles title, defeating Italian pair **Simone Bolelli** and **Andrea Vavassori** 7-6(0) 7-5.
- **[2] Hsieh Su-Wei (TPE)** and **Elise Mertens (BEL)** won the women's doubles 6-1 7-5 over **[11] Lyudmyla Kichenok (UKR)** and **Jelena Ostapenko (LAT)**. The win marked Su-Wei's seventh Grand Slam women's doubles title.
- In the first championship match between two top-four seeded teams at Melbourne Park in 23 years, No.3 seeds **Hsieh Su-Wei (TPE)** and **Jan Zielinski (POL)** emerged triumphant, beating **[2] Desirae Krawczyk (USA)** and **Neal Skupski (GBR)** 6-7(5) 6-4 [11-9].
- **[1] Diede de Groot (NED)** defeated long-time rival **[2] Yui Kamiji (JPN)** 7-5 6-4 to win the women's wheelchair singles title, her fourth straight Australian Open singles title and 13th consecutive Grand Slam singles title.
- No.2 seeded Japanese teenager **Tokito Oda** defeated world No.1 **Alfie Hewett (GBR)** 6-2 6-4 to win the Australian Open men's wheelchair singles trophy.
- **[2] Sam Schroder (NED)** defeated **Guy Sasson (ISR)** 6-3 6-3 to claim his third back-to-back Australian Open quad wheelchair singles titles.
- **[2] Diede de Groot (NED)** and **Jiske Griffioen (NED)**, **[1] Alfie Hewett (GBR)** and **Gordon Reid (GBR)**, **Andy Lapthorne (GBR)** and **David Wagner (USA)** won their respective wheelchair doubles titles in the women's, men's and quad divisions.
- 16-year-old **[1] Renata Jamrichova (SVK)** defeated 15-year-old Australian **[6] Emerson Jones** 6-4 6-1 to win the Australian Open Junior Championship girls' singles title.
- 17-year-old **Rei Sakamoto (JPN)** defeated **Jan Kumstat (CZE)** 3-6 7-6(2) 7-5 to claim the Australian Open Junior Championship boys' singles title. Sakamoto is the first Japanese player to win an AO Junior singles title.
- **[3] Tyra Caterina Grant (USA)** and **Iva Jovic (USA)**, and **Maxwell Exsted (USA)** and **Cooper Woestendick (USA)** won the junior girls' and boys' doubles titles respectively.

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AO 2024 competitors

- A total of **796 players** from **68 nations** competed at the Australian Open across all **18 draws**, including qualifying, singles, doubles, junior and wheelchair events.
- **Australia** had the highest representation with **77 players**, followed by the **USA** with **73 players**, and **France** with **59**.

Aussies at AO 2024

- **77 Australian players** competed at Australian Open 2024 across all draws.
- **15 Australians** contested the men's singles competition, the highest representation since 1998.
- **Three Australians** – **Storm Hunter**, **Dane Sweeny** and **Omar Jasika** – completed successful qualifying campaigns, Australia's best result since 1992.
- **Alex de Minaur** was the first top-10 seeded Australian in 18 years in the men's singles competition and matched his career-best result with a fourth-round appearance **Storm Hunter** became the first Aussie qualifier to progress to the third round in the women's singles competition in 39 years.
- **Matt Ebden** won the Australian Open men's doubles title (alongside India's Rohan Bopanna) for the first time in 15 appearances, and the first time in 30 years the title has been won by an Australian in three consecutive years.
- **Emerson Jones** became the first Aussie in 16 years to progress to the girls' singles final.
- **Four Australians** – **Jaimee Fourlis**, **Andrew Harris**, **Olivia Gadecki** and **Marc Polmans** – progressed to the mixed doubles semifinals.

AO Legends tournament

- **The Australian Open Legends event featured Li Na (CHN), Thomas Johansson (SWE), Iva Majoli (CRO), Tommy Haas (GER), Alicia Molik (AUS), Casey Dellacqua (AUS), Marcos Baghdatis (CYP), Daniela Hantuchova (SVK), Andrea Petkovic (GER), Mark Philippoussis (AUS), Radek Stepanek (CZE) and Robert Lindstedt (SWE).**
- **Tommy Haas** and **Radek Stepanek** took out the men's title, while **Daniela Hantuchova** and **Li Na** teamed up to claim the women's title.

Grand Slam of Asia-Pacific

- **173 players** from **14** different Asia-Pacific nations competed in AO 2024
- **34 players** from the region made the **Last Eight** including:
 - AO 2024 finalist **Zheng Qinwen (CHN)** in women's singles
 - Men's doubles champions **Matt Ebden (AUS)** and **Rohan Bopanna (IND)**
 - **Hsieh Su-Wei (TPE)** champion in both women's and mixed doubles
 - **Tokito Oda (JPN)** men's wheelchair singles champion
 - **Yui Kamiji (JPN)** women's wheelchair singles and doubles finalist
 - Japan's **Takuya Miki** and **Tokito Oda** men's wheelchair doubles finalists.
- Wildcard recipient **Mai Hontama (JPN)** lost to eventual quarterfinalist [9] Barbora Krejčíková (CZE) in the first round. **Shang Juncheng (CHN)** reached the third round before retiring against world No.1 Carlos Alcaraz.
- The **Asia-Pacific Elite 14 and-under Trophy** saw **16 players** from **13 countries** compete in **40 matches** over **three days**.
- Aussie **Emilie Chen** won the girls' singles event at the AO Asia-Pacific Elite 14/u Trophy.

Player statistics (men's statistics given prior to men's final)

Aces

- **89** – Daniil Medvedev and Hubert Hurkacz (POL)
- **54** – Qinwen Zheng (CHN)

Fastest serve

- **235 km/h** – Zhizhen Zhang (CHN)
- **201 km/h** – Coco Gauff (USA)

Double faults

- **46** – Daniil Medvedev
- **41** – Qinwen Zheng (CHN)

First serve percentage in

- **76%** – Christopher Eubanks (USA)
- **83%** – Daria Snigur (UKR)

First serve percentage won

- **83%** – Hubert Hurkacz (POL)
- **78%** – Aryna Sabalenka

Second serve percentage won

- **68%** – Dominik Koepfer (GER)
- **65%** – Yulia Putintseva

A three-week extravaganza of tennis, entertainment and family fun ...

Attendance

- The Australian Open started on a Sunday for the first time, extending the main draw to **15 days**.
- Australian Open 2024 smashed the two-week attendance record with **1,020,763 fans** through the gates over 15 days, compared with the previous record of **839,192** over 14 days set in 2023.
- Across the three weeks from Monday 8 to Sunday 28 January, **1,110,657 people flocked to Melbourne Park**.
- Records were broken for **16 individual sessions** and nine **day/night totals**.
- Middle Saturday was the highest attended day/night of Australian Open 2024 with **93,723 fans**.
- **321,069** people attended events held in Adelaide, Brisbane, Hobart, Perth and Sydney in the lead-in to Australian Open 2024.
- More than **1.43 million** people attended events across the entire Australian Summer of Tennis.

AO Opening Week presented by Herald Sun

- **89,894** fans came through the gates during **AO Opening Week presented by Herald Sun** to enjoy qualifying, open practice in Rod Laver Arena, and **three star-studded charity matches** which raised money for a range of children's causes through the **Australian Tennis Foundation**.
- **6000** Hot Shots Tennis racquets given out to kids throughout the week.
- **Kids Tennis Day presented by Emirates** attracted more than **17,000** kids and families.

Delivering economic benefits to Victoria

- NAB transaction data* estimates **\$482 million** was injected into the Melbourne's accommodation, hospitality, and tourism sectors throughout AO 2024.
- Consumer spending across the city rose **16 per cent** year-on-year during the tournament with more than **\$333 million** spent at variety of Melbourne hostellers.
- The data revealed Melbourne's bars, restaurants and fast-food outlets were the biggest winners during the tournament, accounting for nearly **70 per cent** of the retail spend.

*Estimates taken from spend at NAB merchant terminals in metro Melbourne between 14-28 January 2024.

Australian tennis legends, sporting figures and celebrities

- Australian tennis legends including **Rod Laver AC MBE, Evonne Goolagong Cawley AC MBE, Margaret Court AC MBE, Neale Fraser AO MBE, Frank Sedgman AO, Judy Dalton AM, Wendy Turnbull MBE, Ken Rosewall AM MBE, Bill and Lesley Bowrey, Pat Cash, Mark Woodforde** and **David Hall OAM** all attended the AO.
- **American tennis legends Billie Jean King** and **Andre Agassi** also returned to the Australian Open in 2024.
- **Adam Hills, Aisha Dee, Alex Fitzalan, Alicia Loxley, Ana de Armas, Angourie Rice, Ann Peacock, Ant Middleton, Anthony Callea, Bec Judd, Becky Hill, Bianca Chatfield, Brenton Thwaites, Brooke Warne, Bruna Papandrea, Carrie Bickmore, Catriona Bisset, Celia Pacquola, Christian Petracca, Darcy Moore, David Shrigley, Deborra-Lee Furness, Doyle Bramhall, Eddie McGuire, Elle Macpherson, Eric Bana, Francesca Packer, Harry Garside, Ian Thorpe, Jacinta Stapleton, Jackie Henderson, Jackie O, Jackson Warne, Jacqui Felgate, James Tomkins, Jessica Gomes, Jo Hall, Joel Creasey, Joel Edgerton, Jon Stevens, Jono Castano, Kate Ceberano, Lana Wilkinson, Lauren Phillips, Lee Halley, Livinia Nixon, Lord Mayor Sally Capp, Louis Tomlinson, Lyn-AI Young, Mac Horton, Maddison Brown, Marcia Hines, Maria Thattil, Mark Webber, Marty Fox, Mason Cox, Matthew Dellavedova, Matthew Pavlich, Michael Rowland, Michala Banas, Michelle Payne, Moana Hope, Natalie Bassingthwaighte, Nick and Rozalia Russian, Nicole Warne, Noah Kahan, Olivia DeJonge, Olympia Valance, Peter Bol, Peter Costello, Rachel Griffiths, Kate Walsh, Redfoo, Rohan Browning, Rosie Batty, Sarah Todd, Sharon Johal, Shaynna Blaze, Simon Baker, Sophie Cachia, Sylvia Jeffreys, Tayla Harris, Tim Campbell, Tina Arena, Tom Steinfort, Tony Armstrong, Tony Jones, Victoria Lee** and **Xavier Samuel** were among the famous faces in the crowd.

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In-stadium production

- The **AO Sonic Light and Sound show** staged on Rod Laver Arena prior to every night session featured more than **240 moving lights** installed around the arena and 360-degree video elements across the digital walls. The soundtrack was the AO Sonic soundscape.
- In-stadium production was showcased on **5286 LED Panels** across the precinct, totalling **1949 square metres** and **127,634,624 pixels**.
- The LEDs featured more than **1200** bespoke digital wall content pieces.

AO Drone Light Show

- On opening night, Melbourne Park was illuminated by the return of the **AO Drone Light Show**.
- **500 choreographed drones** showcased the **Australian Open** theme of 'Hits Different' in a fun mix of retro depictions of the sport, as well as futuristic 3D designs and the iconic AO trophies in a 10 minute show above the precinct.

Music and entertainment

- More than **19,000 people** attended **Finals Festival** at **John Cain Arena** which featured live performances from more than **16 artists** including **Peach PRC, Yaeji, Tash Sultana, DMAs, Ruel, The Jungle Giants, Groove Armada** and **Rudimental**.
- Australian Indigenous singer **Mitch Tambo** performed the Aussie hit "Great Southern Land" in Indigenous language, along with singer **Reigan** and the Melbourne Gospel Choir for Opening Night at Rod Laver Arena.
- **Bangarra Dance Theatre** brought their Kapi Water duet from *Yuldea* to Rod Laver Arena as part of the celebrations on First Nations Day.
- Lead Tenor from Opera Australia, **Diego Torre**, performed 'E lucevan le stelle' from the 1900 Opera *Tosca*.
- **28 kids** from **CentreStage Performing Arts School** took to centre court as the AO's Court Services team with a surprise performance.
- **Emmanuel Kelly** performed a world premiere of his new single 'My Sky' to celebrate All Abilities Day.
- **Casey Donovan** celebrated the 50th anniversary of Evonne Goolagong Cawley's first Australian Open singles title before the women's semifinals, performing 'The Best'.
- **John Schumann & the Vagabond Crew** performed their version of 'Waltzing Matilda', while **Jael Wena** sang the National Anthem on Friday 26 January, Australia Day.
- **Diamante Duo** performed 'The Prayer' before the women's final at Rod Laver Arena while **Sheridan Adam**, star of *Wicked*, sang the national anthem.
- Prior to the men's final **Patrice Tipoki**, star of *Moulin Rouge! The Musical* lit up RLA with his performance of 'Firework' and **Jay Laga'aia** sang the national anthem.
- There was **710 hours** of roaming music and entertainment across the AO precinct.
- **16 performances** from First Nations artists across the tournament.
- **28 dancers** on the MCA steps performing a traditional dance piece for the opening of **First Nations Day**.

Watched and engaged with around the world ...

Domestic broadcast highlights

- **12.857 million** were reached across the 9Network's coverage of AO 2024, an **increase of nine per cent year on year**.
- **81.5 million** domestic hours viewed (TV and streaming), up **30.5 per cent** year on year.
- Audiences on streaming platforms continued to grow, with **17.6 per cent** of all domestic hours viewed coming through 9Now and Stan – up **2.6 per cent** on AO 2023
- 9Network enjoyed a **51.6 per cent** commercial free to air share of voice in week one, up from **46.4 per cent** during AO 2023.
- The men's final between Jannik Sinner and Daniil Medvedev reached **5.471 million viewers** on the 9Network with a national total TV audience of **2.122 million**, up **6 per cent** year on year and national total TV reach of **4.767 million**.
- The women's final between Aryna Sabalenka and Zheng Qinwen reached **3.261 million** viewers with a national peak audience on Channel 9 of **1.490 million** and average audience of **1.41 million**. The Women's Final audience was up **15% year on year** across Total TV and recorded the second highest Live BVOD audience for the Women's Final and an increase of **68% year-on-year**.
- The fourth round match between Australia's **Alex de Minaur** and Andrey Rublev peaked with **1.855 million** viewers and average audience of **1.391 million** on Channel 9. The blockbuster match helped boost the audience share among 19-39 year-olds to more than **70 per cent** on the 9Network and attracted the highest ever Live BVOD audience outside of a men's or women's final ever.

International broadcast

- A **45.5 per cent** increase in global hours viewed year on year (across 12 key markets).
- Top five countries by hours viewed were **China, Australia, USA, Italy, Poland**.
- Hours viewed in China were up **84 per cent** year on year. China's viewership was spearheaded by Zheng's run to the women's singles final. Zheng's final had an average audience of **5.8m** on **CCTV5**, her semifinal had an average audience of **5m viewers** on **CCTV5**, and her quarterfinal had an average audience of **2.9m** on **CCTV5**.
- Hours viewed in the US increased by **70 per cent** year on year (up to Thursday 25 January 2024)
- US audiences were captivated by **Coco Gauff's** semifinal run, drawing big prime-time audiences including a peak audience of **1.12m** for her quarterfinal victory.
- US audiences enjoyed a significant increase in coverage on ESPN and ESPN2, with coverage hours up **46 per cent** year on year (up to Thursday 25 January 2024)
- Italian audiences hit unprecedented levels with Jannik Sinner's men's singles victory, with hours viewed up **304 per cent** year on year. Sinner's championship win drew the **largest** audience in the history of Eurosport Italia (broadcaster launched in 1989)
- Hours viewed in Spain increased **140 per cent** year on year, with Alcaraz returning to Melbourne Park and reaching a quarterfinal.
- Hours viewed in France increased **91 per cent** year on year with Adrian Mannarino and Arthur Cazaux reaching the fourth round
- European broadcast partner **Eurosport** (WB Discovery) streaming platforms saw a 30 per cent increase year-on-year in unique viewers, while their TV channels Eurosport 1 and Eurosport 2 secured a 24 per cent year-on-year increase in average audiences
- Across the three weeks of the event, AO global broadcast partners generated 1.1 billion impressions and 650 million video views on their social channels.

Host broadcast

- AO 2024 marked the 10th year of Tennis Australia's host broadcast. AO 2024 was also the **91st** event produced and delivered by Tennis Australia's broadcast team.
- Up to **21 courts** were covered live, including **15 match courts** and **six practice courts**, along with extensive coverage **behind the scenes** and from all interview rooms.
- More than **180 cameras** were used throughout the Melbourne Park precinct and surrounds including the **Drone, Spidercam, NetCams, FlyCam, Sony FX6** and **Dream Chip**.

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- In 2024, Tennis Australia introduced the **Comet Camera System** which included four high frame rate cameras (up to 500fps) on each of the top three courts. The cameras are positioned on each of the single's sidelines, capturing close calls and slow-motion replays from angles not previously seen.
- For the first time in tennis, the AO broadcast included **Augmented Replays** – overlaying **Hawkeye data in real-time** for inclusion in replay sequences.
- The team produced live coverage of every court, every match, every day – including additional coverage of the AO Opening Week charity matches, qualifying and 15 days of main draw. An additional **Secondary World Feed** was also produced for the first time, making AO 2024 the most covered event in the tournament's history in terms of broadcast
- A brand-new **broadcast graphics package** was integrated across the broadcast including **scoring, augmented reality** and **GCam graphics** over the court surface. The new look and feel was closely aligned to the AO brand, becoming more contemporary in industry and innovative in showing slow motion replays within the **set and match summary graphics**.
- There was expert commentary available across **six match courts** with talent including **Mark Philippoussis, Daniela Hantuchova, Mark Petchey, Laura Robson, Chanda Rubin, John Fitzgerald, Colin Fleming, Andrea Petkovic, Coco Vandeweghe, Jill Craybas** and **Wally Masur**.
- The **World Feed Studio** included a large **3m x 3m LED display screen** enabling detailed analysis pieces, play-ons and play-offs as well as crosses and interviews around the site.
- An improved broadcast compound design and the relocation of the **Court 9 Studio** to the RLA terrace were among some of the temporary infrastructure highlights.
- More than **900 square metres** of permanent production facilities including **six vision and audio control rooms** and the **Genius Production** area mixed the signals for **15 TV courts** and were fit out within level four of THQ.
- The Tennis Australia Host Broadcast engaged a total of **310 freelance broadcast crew, 51 talent** and **165 contractors** who worked over an accumulative **45,465 hours** across the event.
- There was more than **55km of temporary video cable** installed into the broadcast compound and the central **IP broadcast system** had a maximum of **622,656** individual signal sources.
- The virtual signage program produced **32 regionally branded signals** across RLA, MCA, JCA and the two World Feeds providing for regionalised branding and partner assets.

AO Media Hub

- The **AO Media Hub** was a one stop shop for accredited media and broadcasters to cover the event from anywhere in the world.
- The online platform provided access to media conferences as well as match statistics, colour vision and photos.
- A total of **1803 media conferences** were held during the tournament in the main interview room, one-on-one interview rooms and remote broadcast interviews.
- **711 journalists** and **photographers** from **61 nations** reported on AO 2024.
- **522 journalists** covered the event on-site, including **217 international media**, with a further **50 international media** accessing coverage and information through the digital and online services.

AO YouTube

- The Australian Open became the first Grand Slam to reach **100 million views** in a week.
- Australian Open YouTube content was viewed more than **263 million times** during AO 2024.
- More than **233,000 users** subscribed to the Australian Open YouTube channel during the tournament.
- Lifetime views of the AO YouTube channel reached **1.9 billion**.
- More than **6 million hours** were watched during the AO (equivalent to **684 years**), and **63.3 centuries** watched over AO YouTube's lifetime.

AO social media

- **7250 pieces of content** were created and published to AO social channels (including YouTube) during AO 2024 achieving **1.7 billion impressions** and **1.1 billion views** and **58 million engagements**.
- There were **909,000 video views** (across Facebook, Instagram, X and TikTok).

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AO app and website (8-25 January 2024)

- The AO website saw more than **22 million sessions** – a **15 per cent** increase on AO 2023.
- The combined audience of the AO website and app grew by **10 per cent**. The AO's digital platforms were most popular in **Australia, USA, UK, Canada** and **Germany**.
- Fans watched more than **5.7 million match highlights** and **5.1 million stories** across app and web.
- The AO app saw increased engagement time of more than **6 minutes per user** over the course of the tournament. In total, the average AO app user spent more than **2 hours** engaging with the app.
- The AO app was rated **4.8** out of 5 stars in the Apple Store and **4.7** out of 5 stars in the Google Play Store.
- More than **2.4 million editorial articles** were viewed, with 'On Court' articles the most popular.

AO Player Content Concierge service (as of Day 14 Saturday 27 January)

- More than 600 players registered for the **AO Player Content Concierge** service in 2024
- The AO Player Content Concierge team provided more than **18,000 pieces** of content including images and video with players across all events, via **410 galleries**.
- Content provided to players via the Content Concierge service reached **18.7 million** people, engaged nearly **7 million** people, was shared almost **40,000 times** and generated **74 million impressions**.

AO Adventure in Roblox continues to expand

- More than **15.5 million sessions** have been played in **AO Adventure**, making it the most-played Grand Slam game on Roblox.
- More than **11.3 million sessions** of AO Adventure have been played since the end of AO 2023.
- More than **7 million unique users** from around the world have played AO Adventure – **one million** users played AO Adventure on Roblox during the three weeks of AO 2024.
- **148,333 users** have played tennis on the **ESPN Super Set Showdown** courts since it launched in AO Adventure on 14 January.
- **62,899 users** completed the Super Set Showdown challenge to claim their Kangaroo Pouch wearable.
- **125,764 users** completed the Emirates Sky High Challenge to get their Pilot's Cap wearable.

Providing a platform for growing Australian tennis ...

Giving kids a taste of tennis

- **6000 Hot Shots Tennis racquets** were given out during the first five days of AO Opening Week presented by Herald Sun.
- 7308 kids picked up a racquet and tried out **Hot Shots Tennis** at Hot Shots HQ
- **3404 participants** visited the **Coloured Ball Activation**, partnered with **UTR Sports**, experiencing the BatFasts dynamic tennis simulator while learning about the coloured ball competitions they can compete in back home.
- **120 Hot Shots Crew** participants and their families cheered on **Hot Shots Tennis Ambassador Alex de Minaur** during the charity match he participated in during AO Opening Week.
- More than **17,000 kids and families** attended **Kids Tennis Day presented by Emirates**.
- **Hot Shots HQ** in the **AO Ballpark presented by Emirates** was inspired by the reimagined **Hot Shots Tennis** program and the training drills of Hot Shots Tennis ambassadors **Alex de Minaur** and **Ajla Tomljanovic**.
- The **Hot Shots Coin Crew**, featuring more than **170 kids** from the **Hot Shots Crew** and **Super 10s** programs, tossed the coin prior to the start of play at each match. This year **Evonne Goolagong-Cawley** featured on the coin, in honour of the 50-year anniversary of her historic first AO singles title.
- More than **1650 Hot Shots Tennis Crew** participants and Super 10s kids participated in the **Kids on Court Showcases** prior to the start of play at each match, from **160 tennis clubs**.
- **Hot Shots Tennis Day** on 18 January saw over **1000 Hot Shots Tennis kids and families** come to the AO for a special Hot Shots Tennis experience with their coaches and clubs
- **AO Holiday Programs presented by Weet-Bix** ran across the country throughout December and January at local tennis clubs. In 2024, the initiative will extend to all year round.
- **64 kids** attended the Super 10s camp and competition held during week two, celebrating the best talent aged 10 and under from across Australia.

More ways to play

- More than **84,570** fans picked up a racquet and played Padel, Pop, totem tennis or table tennis at AO 2024.
- **80 participants** from **10 tennis clubs** showcased **Cardio Tennis** prior to the start of play.
- The **Australian Padel Open** was hosted across **two cities** for the first time, creating the biggest month of international Padel content held in Australia to date.
- In Sydney, **110 participants** competed in the event, including **86** men from **15** nations and 24 women from **nine** nations.
- In Melbourne, **128 participants** competed, with **98** men from **19** nations and **30** women from **eight** nations.
- In total, **\$56,000** in prizemoney was on offer across both tournaments.
- The purpose-built Padel court at AO Hilltop saw **3351** people pick up a paddle and play in the free activation space.
- **Pop Tennis** was on-show during AO Opening Week and week two, with **3382** fans picking up a racquet and experiencing the complimentary format of the game.

Coaches

- **724 coaches** from **34 countries** participated in the virtual **Grand Slam Coaches Conference** which featured **33 world-class presenters**.
- **63 coaches** attended the inaugural AO Coach Member dinners during AO Opening Week and **139 coaches** attended AO Coach Member breakfasts.
- **192 coaches** registered to attend the **Victorian Coach Summit** held during week two on John Cain Arena.

Tennis digital (as of 25 January 2024)

- **120,000** Australians visited the national **consumer websites** during January which saw leads for Hot Shots Tennis and Cardio Tennis increase by **14 per cent** and casual court hire bookings grow by **15 per cent**.
- More than **10,000 web sessions** were referred from AO channels during the tournament including from the AO website, app and related email communications.
- There was a **15 per cent growth** in new casual tennis players in the first weeks of 2024 and this is projected to exceed **10,000 first-time players** booking a court by the end of January.

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- Clubs using **ClubSpark** for membership sign up increased by **36 per cent** and clubs using **ClubSpark** for online court hire bookings increased by **31 per cent**.
- More than **75 per cent** of the Australian population now has access to online court bookings through play.tennis.com.au.

Tennis participation

- More than **1.4 million Australians** participated in tennis from July 2022 to June 2023, with participation among children growing **7 per cent** year-on-year.
- **28,595 people** participated in **Cardio Tennis** over the last 12 months, the largest number of participants since the program was launched in 2011.
- More than **600,000 kids** participated in **Hot Shots Tennis**, including over **153,000 kids** who enrolled in coaching.
- **32 per cent** growth in secondary school participation year-on-year with **79,840 students** enjoying tennis as part of the curriculum.
- **21 Women Leaders in Tennis programs** with more than **385 participants** were delivered across the country since the launch in 2022. **31 per cent** of participants are from regional areas.
- **1,015 women coach members**, a **30%** increase in the number of women coaches over the past five years and the highest level since Tennis Australia coach membership commenced.
- More than **3,000 talent development players** are involved in pathway programs including Super 10s, National Development Squads, the National Tennis Academy and international tours.

Delivered by a 12,000-strong workforce ...

Tournament Operations

- **335 drivers** transported players and officials in **130 Kia vehicles** during the tournament, including **26 all-electric vehicles**.
- More than **24,500 transport trips** booked through the **AO Transport app** (by Thursday 25 January 2024).
- **Chief Umpire Cheryl Jenkins** led the **214-strong team of AO officials**.
- It was the largest **AO Ballkid Squad** in the history of the tournament with **424 ballkids** aged between 12 and 15 years of age taking part, including **eight First Nations ballkids** and **19** from Korea.
- **Lucy Higgins** and **William Ashcroft** were named **top ballkids of AO 2024**. Both helped present the women's and men's champion trophies.
- Over **72,000 Dunlop tennis balls** used across the tournament.
- More than **7100 racquets** strung using over 85,000m of string.
- **55,000 towels** and **4800 bags** of player and coach laundry was washed throughout the tournament.

Workforce

- More than **12,000** team members from Tennis Australia, Melbourne & Olympic Parks and Delaware North helped deliver AO 2024.
- The team range in age from **12 years old** to **86 years old**.
- Those celebrating milestones of **15+ years** were invited to take part in a Lap of Honour on Rod Laver Arena before the night session on the first Tuesday.
- **75 per cent** of the workforce were retained from the 2023 tournament.
- More than **10,500 workers** onboarded, trained and enabled to do their best work with the **SafetyCulture Platform**.

Showcasing world-class Australian hospitality and shopping ...

Food and Hospitality

- More than **38,000 guests** dined at premium experience restaurants across the tournament.
- Many of the country's most in-demand restaurants and bars were on-site to offer fans mouth-watering options at AO 2024, showcasing the diversity and creativity of Australia's world-class dining scene.
- **Tom Sarafian** (Sarafian), **Diana Chan**, **Jessi Singh** (Daughter In Law), **Scott Lord** (Moonhouse), **Kantaro Okada** (Hareruya Pantry), and **Ross Magnaye** (Serai), were some of the new names that brought their delicious and creative menus to the AO this year.
- Fan favourites **Corey Costelloe** (Rockpool Bar & Grill), **Scott Huggins** (Penfolds' Magill Estate), **Jason Staudt** (Stokehouse), **Shane Delia** (Maha Superbox) and Bar Superbox by **Nick & Nora's** all returned for another year.
- Sweeping city views were on offer at the tennis-inspired **Bar Atrium**, located on the River Terrace featuring Lebanese-inspired brunch and bar menus by Melbourne chef **Tom Sarafian**, and non-alcoholic cocktail and cocktail menu by **The Everleigh**.
- Trailblazing young chefs **Charlie Carrington** (Little Havana) and **Frankie Cox** (Green-On) brought Cuban sandwiches and healthy local salads to Western Courts.
- Aussie Tiger Prawn Rolls were served up by Sydney chef **Joel Bennetts** from Bondi Beach's **Fish Shop** at the all-new **AO Courtside Bar** overlooking Court 6.
- Melbourne icons **King & Godfree**, **D.O.C** and **Brunetti Classico** brought a taste of Italy to the AO with **Lygon Street Italian** in **Garden Square**.
- First Nation's business **Uncle Charlie's** also made their debut in **Garden Square** with their native Australian flavoured popcorn.
- Famed London restaurant **Cambio de Tercio** by **Abel Lusa** served restaurant quality Spanish tapas to the fans and players in a new international first.
- **Grand Slam Oval** offered festival favourites with a multicultural mix from Persian to Greek, Indian to Asian. Vendors included some of Melbourne's best including **Morning Market** (Andrew McConnell), **Easey's**, **Stalactites**, **Salamatea**, alongside interstate visitors **Light Years** (Byron Bay, Noosa, Burleigh Heads, Newcastle), and Australian favourite **Fishbowl**.
- The AO's signature soft serve **Peach Melbourne** returned for a second year in three locations – **Court 3**, **Kia Arena** and **AO Ballpark**. A vanilla soft serve with peach ripple made with peaches grown in Shepparton supporting local farmers and freeze-dried raspberries from Tasmania.
- Kids and families at **AO Ballpark** were refuelled by **Oakberry** acai bowls and smoothies, and **Wonder Pies** coffee, pies and fries.

Food fast facts

Australian Open attendees consumed:

- More than **75,000 Peach Melbourne** soft serves
- More than **8,000 AO Set Point Punch** signature drinks served (in reusable cups)
- More than **35,000 D.O.C** pizzas
- More than **3,000 Brunetti Classico** salted caramel tennis ball desserts
- More than **40,000 Fishbowl** bowls and street food boxes
- More than **32,000 Stalactites** souvlakis
- More than **35,000 Easey's** burgers
- More than **11,000 Salamatea** Persian felafel wraps and plates
- More than **18,000 Pinky Ji** Indian curries
- More than **2,000 Wonder Pies** kids packs at **AO Ballpark**
- More than **10,000 Green-On** local salads served (in Green My Plate reusable bowls)
- More than **13,000 Little Havana** Cuban sandwiches
- More than **6,000 serves of Uncle Charlie's** Native Australian flavoured popcorn
- More than **6,000** coffees served by **Morning Market**
- More than **5,000** Kids combo packs across the site
- More than **154,000** serves of fries/hot chips.

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Retail fast facts

- The AO Super Store was the biggest on record, equal to the size of **four tennis courts**.
- **350** people worked across all AO retail stores.
- More than **400,000 fans** came through the doors to the AO's stores.
- More than **70,000** giant AO tennis balls, **80,000** headwear items, and **20,000+** towels were purchased by enthusiastic fans.

Innovating like never before ...

Game Insight Group

- Game Insight Group's PlayerBox Analytics' intuitive dashboards were provided free to all singles and doubles players to help inform coaches about their players' performance.
- **691,163 metres** were covered by players in the men's singles draw, equivalent to **29,065 lengths** of a tennis court and **7,631 sprints** where a player covers at least half the length of the baseline in a high-speed effort.
- Players in the women's draw covered **394,818 metres** or **16,603 court-lengths** and had **4742 sprints**.
- The boys covered a distance of **198,952 metres** or **8,366 tennis courts** with **1621 sprints** during the Junior Singles competition.
- The girls covered **191,656 metres** or **8,060 tennis courts** with **1,798 sprints**.
- During the **220 hours** of women's singles match play, **18,118 points** were won from the **96,067** shots played.
- In the men's draw, **30,738 points** were won from the **158,473 shots** played during the **378 hours** of match play.

AO Startups grows and is joined by AO Labs

- **AO Labs**, Tennis Australia's internal incubator, made its debut at Australian Open 2024 with the following technologies trialled during the tournament: **The Cool Wrap** - customised player ice sling, **Tournament IQ** - operational event insights platform for the AO Tournament Director, **CoachesBox** - live insights platform for AO coaches and players, **Racquet Rascals** - live augmented feed that can be viewed anywhere in the world, **AO Tennis Smash** - the new official mobile game of the AO on Apple and Android.
- **Since its inception, AO Startups** has selected **20 companies** to pilot their cutting-edge technology at the AO and during the Australian Summer of Tennis. Companies that conducted pilots during AO 2024 include:
 - **PAM Wayfinding** (US) - providing intuitive digital navigation on the AO app & website
 - **Trickshot** (UK) - Processing 3D data into new immersive 3D Player Skele-Motion
 - **YBVR** (Spain) - Building the next generation of live immersive video experiences in VR/360, unleashing the potential of immersive broadcasting
 - **Straffr** (Germany) - The world's first smart resistance band available in AO gyms
 - **1080Motion** (Sweden) - The global market leader in creating user friendly solutions for digital motorised training in elite sports
 - **Pendular** (Spain) - AI-driven, sports highlights generation platform offering automated dynamic cropping
 - **DVOX** (Canada) - New AO Commentary Box offers six courts of live commentary for onsite fans via the WiFi
 - **Camb.ai** (US) - Pioneering hyper-realistic AI dubbing and translation with its state-of-the-art AI models
 - **BatFast** (UK) - Patented technology using data, AR, machine learning and robotics to re-engineer how sports are played
 - **UDU** (Denmark): developed the world's first spatial controller for mobile gaming that lets you touch, feel and control games like never before
 - **Prism Neuro** (Australia) – new technology for measuring human movement control to identify future athletic stars, optimise performance, and monitor recovery.

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Celebrating Tennis Plays for Good ...

Showcasing our inclusive pathways

- The **AO PWII** (players with an intellectual impairment) and **DHOH** (deaf and hard of hearing) **Championships** saw the world's best **32 players** (16 in each draw) across **13 countries** compete over the final three days.
- The **GLAM Slam** attracted over **200 players** from around the world from more than **30 countries**.

AO Inspirational Series and Women & Girls initiatives

- Australian icon, global entrepreneur, wellness champion and one of the original supermodels, **Elle Macpherson** was keynote speaker at the **AO Inspirational Series**.
- Australian tennis legend **Evonne Goolagong Cawley** opened the event, carrying in the magnificent **Daphne Akhurst Memorial Trophy** 50 years after winning her first Australian Open singles title.
- Journalist and *TODAY Extra* co-host **Sylvia Jeffreys** hosted the eighth instalment of the annual event.
- Recently announced Billie Jean King Cup captain **Sam Stosur** and recently retired captain **Alicia Molik** gave a special preview of the two women's semifinals that took place that evening.
- An **all-girl ballkid squad** was rostered on for the women's semifinals.
- **Emerson Jones** became the first Australian to advance to an **Australian Open girls' singles final** since 2008.
- **98 women** from across Victoria attended the **Women Leaders in Tennis** networking event at the AO, featuring guest speaker **Jelena Dokic**.
- **39 coaches** attended the **Coach Connect** networking session at the AO with Tennis Australia's women coach lead and Billie Jean King Cup coach, **Nicole Pratt**, and high-performance coach and keynote speaker **Emma Doyle**.
- **32 Super 10s girls**, selected for the AO National Camp, participated in a workshop with **Nicole Pratt**, had a hit on the Australian Open courts, and watched **Storm Hunter** play in the women's doubles semifinals.
- The **Femme Open Padel Tournament** was hosted to attract and retain more women in the sport, with over 30 women participating.
- **10 women leaders**, **four women coaches** and **four girl players** from Pacific nations visited the AO as part of the PacificAusSports **Pacific Women and Girls in Tennis** program.
- **Emilie Chen** became the first Australian girl to be crowned the **Australian Open Asia-Pacific Elite 14 & Under champion**.

AO First Nations Day

- **AO First Nations Day** was held on Wednesday 17 January and was launched by 14-time Grand Slam winner and Wiradjuri woman **Evonne Goolagong Cawley** along with kids from the Evonne Goolagong Foundation, the AO's First Nations Ballkid Squad, and **Deadly Choices** competition winners.
- On First Nations Day, senior **Wirundjeri Elder Aunty Joy Murphy Wandin AO** performed a **Welcome to Country** and **Smoking Ceremony** on the MCA steps. This was followed by a moving performance by the **Victorian State Schools Spectacular Choir** (composed by **Chong Lim AM** and Aunty Joy Murphy Wandin AO) and choreographed by **Zoe Brown** and **Jada Narkel**, plus traditional dance performances by **The Djirri Djirri Dancers** and **Koorie Youth Will Shake Spears Dancers**.
- First Nations artist **Lyn-AI Young** (Gunnai, Wiradjuri, Gunditjmara and Yorta Yorta) created a number of designs to celebrate the 50th anniversary of Goolagong Cawley's first AO singles title. Young's designs were featured across the precinct and in a dedicated commemorative merchandise range.
- For the second year, Tennis Australia partnered with **Deadly Choices** to encourage community members to engage with tennis and complete a 715 Health Check to receive a specially designed AO x Deadly Choices shirt and to go in the draw to win an ultimate AO First Nations Day Experience.
- For the second year there was a **First Nations Ballkid program**, including **eight Indigenous ballkids** selected from across Australia.

AO All Abilities Day

- All Abilities Day at AO 2024 saw a second Tuesday attendance record of **50,927**.
- Coinciding with the start of the AO 2024 Wheelchair Championships, All Abilities Day recognised the many inclusive formats of tennis and invited people who have vision, hearing, mobility, sensory and/or intellectual disabilities to enjoy all that the AO has to offer in a safe and inclusive environment. There were roughly **2,000**

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participants across **14 different disability community groups** involved in on-court activities throughout the day.

- All Abilities Day 2024 boasted a celebrity disability match on Kia Arena featuring **Dylan Alcott, Adam Hills, Daria Saville, Alicia Molik, Archie Graham** (world No.1 PWII player) and **Isabel Cairns** (Australia's No.1 junior female DHOH player).
- The AO 2024 Wheelchair Championships boasted record prizemoney of **\$1.6m AUD** with a growth in the Quad draw to **16 players** to align to the men's and women's draw sizes.
- Again in 2024, the AO hosted the AO PWII (players with an intellectual impairment) and DHOH (deaf and hard of hearing) Championships including the world's best **32 players** across **13 countries**.

AO Pride Day and GLAM Slam presented by Ralph Lauren

- **AO Pride Day** took over the second Thursday of the tournament and coincided with the beginning of the **AO GLAM Slam presented by Ralph Lauren**. Glam Stations, roaming LGBTQI+ performers, roving drag queens and rainbow roller skaters featured across the precinct.
- AO Pride Day kicked off with the **Glam Slam Breakfast presented by Ralph Lauren** and ended with Rod Laver Arena lit up in rainbow colours.
- The **GLAM Slam** attracted over **200 players** from around the world from more than **30 countries** who competed for the chance to play in the finals on Court 6 on Sunday 28 January.
- The **GLAM Slam celebrity match** featured **Destanee Aiava, Ben Weekes**, and Tik Tok sensations **Luke and Sassy Scott** and was hosted by broadcaster **Nick McCarvel**.

Australian Tennis Foundation

- **580** children and families were given the opportunity to attend the AO or an event during the Summer of Tennis through the **ATF Brighter Days** program. Groups included Ronald McDonald House, My Room Children's Cancer Charity, Red Kite, Sony Foundation (You Can program), Windermere, Reclink and Refuge Victoria.
- **Four families** going through a childhood cancer journey were involved in charity matches during AO Opening Week, with children participating in the coin toss before each match.
- **10,578 tickets were sold** in the **Australian Tennis Foundation Lottery**, representing a more than 160% increase on 2023. **Three prize packages** were delivered, including the Ultimate AO Men's Finals experience.
- **40 AO prize packages** valued at over **\$75,000** were donated to support community charity fundraising efforts.
- **More than 550 items** of apparel were donated by players for distribution to disadvantaged families through our partnership with **Sport for All**.

Sustainability

- The AO achieved a **99 per cent** reduction in single use plastic bottles in player spaces including gyms, locker rooms and on-court. Single-use plastic was replaced with Waterdrop bottles and refill stations.
- More than **73,587 reusable items** were washed including Green My Plate crockery, AO reusable cups, and Piper Heidsieck plastic champagne flutes.
- Over **750,000 eligible items** (cans and bottles) collected via the new Victorian container deposit scheme for recycling.
- Estimated **16,000 Dunlop ball tubes** and **4km of racquet string offcuts** separated and sent for dedicated recycling pilot.
- **3,575 MWh** of renewable energy certificates originated by Pacific Blue to account for **100%** of the projected AO 2024 electricity consumption.
- **One tonne of food** was donated by vendors to support OzHarvest.
- **25 Trash Talkers** helped fans separate their waste at **five on-site recycling hubs**.

The culmination of a massive Australian Summer of Tennis ...

Lead-in to AO 2024

- **321,069 people** attended lead-in events to the Australian Open including the **United Cup** in Sydney and Perth, **Brisbane International**, **Adelaide International** and **Hobart International**.
- 15-year-old **Emerson Jones** from the Gold Coast won the **2024 Traralgon Junior International** to become the first Australian player to win the girls' singles title at the tournament since Jaslyn Hewitt in 2000.
- **Ben Wenzel (Qld)** claimed the junior boys' singles title at the Victorian Wheelchair Open.
- **Yassin Hill (Vic)** claimed the junior boys' singles title at the Melbourne Wheelchair Open.

AO on the Road

- The **Norman Brookes Challenge Cup** and **Daphne Akhurst Memorial Cup** visited more than **20** Victorian towns as part of the annual AO on the Road trophy tour, including tennis clubs and communities in **Mildura**, **Rochester**, **Echuca**, **Wagunyah** and **Shepparton**, all impacted by severe flooding in 2023.
- Current and former tennis players including **John Fitzgerald**, **Wally Masur** and **Seone Mendez** took part in the tour.
- AO on the Road finished in **Benalla** for the Inter-Regional Championships.
- AO on the Road in leadup to AO 2024 was supported by the state government through **Visit Victoria** and the **Australian Tennis Foundation** and **Tennis Victoria**.

Thanks to a dedicated Partner Family ...

AO 2024 Partners

- **Kia** provided **130 vehicles** for the AO 2024 fleet, including **26 EVs**.
- **30 Rolex clocks** kept time across the precinct
- **SafetyCulture** inducted over **10,500 members** of the AO workforce and facilitated **1832 inspections**.
- **Ralph Lauren** outfitted over **1200 AO staff**.
- Over **50 Bondi Sands misters** were located around site to cool fans down on warm days and over **600,000 Bondi Sands** samples were distributed.
- More than **35 public bars** on-site serving fans.
- More than **72,000** Dunlop tennis balls were used.
- **7100** racquets were strung by the **Yonex** Stringing Team.
- **4000 AO x New Balance caps** sold in the New Balance store.
- **Pacific Blue** powered the AO with **100 per cent renewable electricity**.
- **37 Australian Open partners** including **nine new partnerships** for AO 2024.
- Both **Emirates** and **Canadian Club** celebrated **10 years** of partnership with the AO.

-ends-

Australian Open 2024, supported by major partner Kia in association with Emirates, Luzhou Laojiao and Rolex, took place at Melbourne Park from 14-28 January 2024. Visit ausopen.com for more information.

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