



Key Summary: Hong Kong Tennis and Emerging Racquet Sports Development Proposal

In Response to the National 15th Five-Year Plan and Hong Kong's First Five-Year Plan

Submitted by the Hong Kong, China Tennis Association, this proposal aims to formulate a comprehensive development blueprint for tennis, pickleball, padel and other emerging racquet sports in Hong Kong, and to promote Hong Kong as an important international gateway for Chinese tennis and racquet sports.

Objectives

- Align with the national strategy of building China into a leading sports nation and Hong Kong's first Five-Year Plan
- Enhance Hong Kong's positioning in the international tennis and Greater Bay Area sports landscape
- Promote the coordinated development of major sports events, the sports industry, elite training and Sport for All
- Leverage Hong Kong's role as a "super connector" and "super value-adder"
- Drive economic, tourism, cultural and social benefits through sports development

Hong Kong's Strengths and Opportunities

- Hong Kong is one of the few cities in Asia that hosts both ATP and WTA international tour events
- Hong Kong has received recognition from the WTA, including Tournament of the Year and Progress Award of the Year
- Hong Kong successfully hosted UTS in Asia for the first time, demonstrating its ability to stage innovative sports IP events.
- Local players have achieved breakthroughs on the international stage in recent years, with youth and team results continuing to improve
- With its strengths in international finance, brand resources and East-meets-West cultural connectivity, Hong Kong is well positioned to develop and host higher-level major sports events

Key Development Directions

1. Integration with the Greater Bay Area and China Swing

- Strengthen collaboration on tournaments and training programmes with Greater Bay Area cities, including Guangzhou, Shenzhen, Zhuhai and Macao
- Promote wildcard exchanges, youth player exchanges, representative team participation and joint training camps
- Develop signature initiatives such as a “Greater Bay Area Tennis Week” or “Greater Bay Area Racquet Sports Festival”
- Promote multi-destination sports tourism by integrating match attendance with cultural experiences, accommodation and transport arrangements
- Position Hong Kong as a leading international tennis hub in southern China and the Greater Bay Area

2. Pursuit of Higher-Level International Tournaments

- Pursue higher-level international tournaments for Hong Kong
- Engage proactively with international tennis organisations and event rights holders to explore opportunities for event upgrades and the staging of new tournaments in Hong Kong
- Enhance player line-ups, media exposure, city branding and sponsorship value through upgraded events
- Develop a sustainable operating model that creates synergy between events and venues
- Strengthen collaboration between tournaments and the retail, hotel, catering, tourism and transport sectors to boost the “ticket stub economy” and maximise the broader economic impact of major sports events

3. Venue and Facility Enhancement

- Propose the redevelopment of the Victoria Park Tennis Courts into a multi-purpose flagship venue that meets the requirements of higher-level international events
- Add a retractable roof to enhance all-weather event capability
- Identify temporary alternative venues during the redevelopment period
- Make effective use of Kai Tak Sports Park and AsiaWorld-Expo for exhibition matches, fan festivals and sports entertainment activities
- Establish a city-level network of professional and multi-purpose tennis and racquet sports facilities

4. Elite Training and Sports Science Development

- Maintain and reinforce tennis’ status as an elite sport at the Hong Kong Sports Institute
- Review the elite sports scoring system to better reflect the unique characteristics of the international tennis tour
- Establish a three-tier training pathway connecting local, Greater Bay Area and international competition circuits
- Strengthen exchanges among coaches, players and professionals in sports medicine, strength and conditioning, psychology, nutrition and data analytics
- Nurture more Hong Kong players with the potential to compete successfully on the international stage

5. Support for Pickleball and Emerging Racquet Sports

- Promote the systematic and professional development of emerging racquet sports such as pickleball and padel
- Advance Sport for All and intergenerational inclusion through accessible, high-participation racquet sports
- Establish local competition regulations, officiating systems and coach certification frameworks
- Expand racquet sports programmes across schools, communities, elderly groups, corporations and inclusive sports settings
- Set up dedicated funding mechanisms to support competitions, venues, facilities and community promotion

6. Industry Development and Sustainability

- Review the “M” Mark system and funding model to enhance support for major international sports events
- Establish financing and sponsorship mechanisms involving the Government, financial institutions and corporations
- Attract participation from financial services, tourism, aviation, hospitality, retail, automotive and technology brands
- Develop event title sponsorships, corporate hospitality, sports tourism, media broadcasting and cross-sector partnerships
- Establish a “Hong Kong Tennis and Emerging Racquet Sports Development Steering Committee” to coordinate long-term strategy

Development Roadmap

Short term:	Secure higher-level tournaments and expand participation in pickleball and community racquet sports
Medium term:	Confirm the redevelopment plan for the Victoria Park Tennis Courts and develop them into a flagship tennis venue in southern China
Long-term vision:	Position Hong Kong as an international gateway connecting China and the world through tennis and emerging racquet sports

CONCLUSION

It is recommended that Hong Kong place sports professionalism at the core of its strategy, supported by industry development and mass participation as two key pillars, to advance the comprehensive development of tennis, pickleball and emerging racquet sports.

The Culture, Sports and Tourism Bureau has maintained close communication with the Hong Kong, China Tennis Association to jointly explore the feasibility of various initiatives, in support of the long-term development of major sports events in Hong Kong.

The Hong Kong, China Tennis Association believes that, with policy support, regional collaboration, international events, facility upgrades and community participation, Hong Kong is well positioned to become a key platform for connecting Chinese tennis and racquet sports with the world.