



ITF[®]

Beach Tennis

INFORMATION PACK

2026





WHERE THERE IS SAND THERE IS BEACH TENNIS

A VIBRANT, FESTIVAL-INSPIRED
SPORT WHERE BOLD ENERGY,
INCLUSIVITY AND BEACH
CULTURE COLLIDE

A fast-growing, high-energy sport
that blends competition, lifestyle, and
entertainment.



INTRODUCTION TO BEACH TENNIS

Beach tennis is a sport that first emerged in the 1970's on the beaches of Ravenna, Italy.

THE COURT

Played on a sand court, the official court size for a doubles match is 16m x 8m.

Placed vertically over the middle of the court there is a net whose top is set at the height of 1.80 m for Men's and Junior Boy's events and 1.70 m for Women's, Junior Girls and Mixed events.

THE BALL

Beach tennis uses a Stage 2 ball, which is lighter and travels more slowly through the air than a normal tennis ball.



INTRODUCTION TO BEACH TENNIS

THE RACKET

A beach tennis racket, or paddle, must conform to the following requirements:

- The hitting surface must not exceed 30 cm in length and 26 cm in width.
- The racket must not exceed 50 cm in length from the butt of the handle to the tip of the racket head.
- The thickness must be constant and must not exceed 38 mm.



Growth of ITF Beach Tennis



KEY HIGHLIGHTS



2007

- First European Beach Tennis Championships in Italy

2008

- ITF Beach Tennis Tour begins



2009

- First ITF Beach Tennis World Championships in Italy

2012

- First ITF Beach Tennis World Team Championship (now World Cup) in Russia

2019

- Inaugural ANOC World Beach Games
- New ITF Beach Tennis brand created

2020

- Introduction of the ITF Beach Tennis Junior Tour
- Digitalisation of ITF Beach Tennis Tour

2025

- Introduction of Mixed Doubles rankings
- 3 events with \$100,000 prize money
- All Sand Series upgraded to minimum \$75,000

2024

- First ITF Beach Tennis Tour Finals with \$100,000 prize money

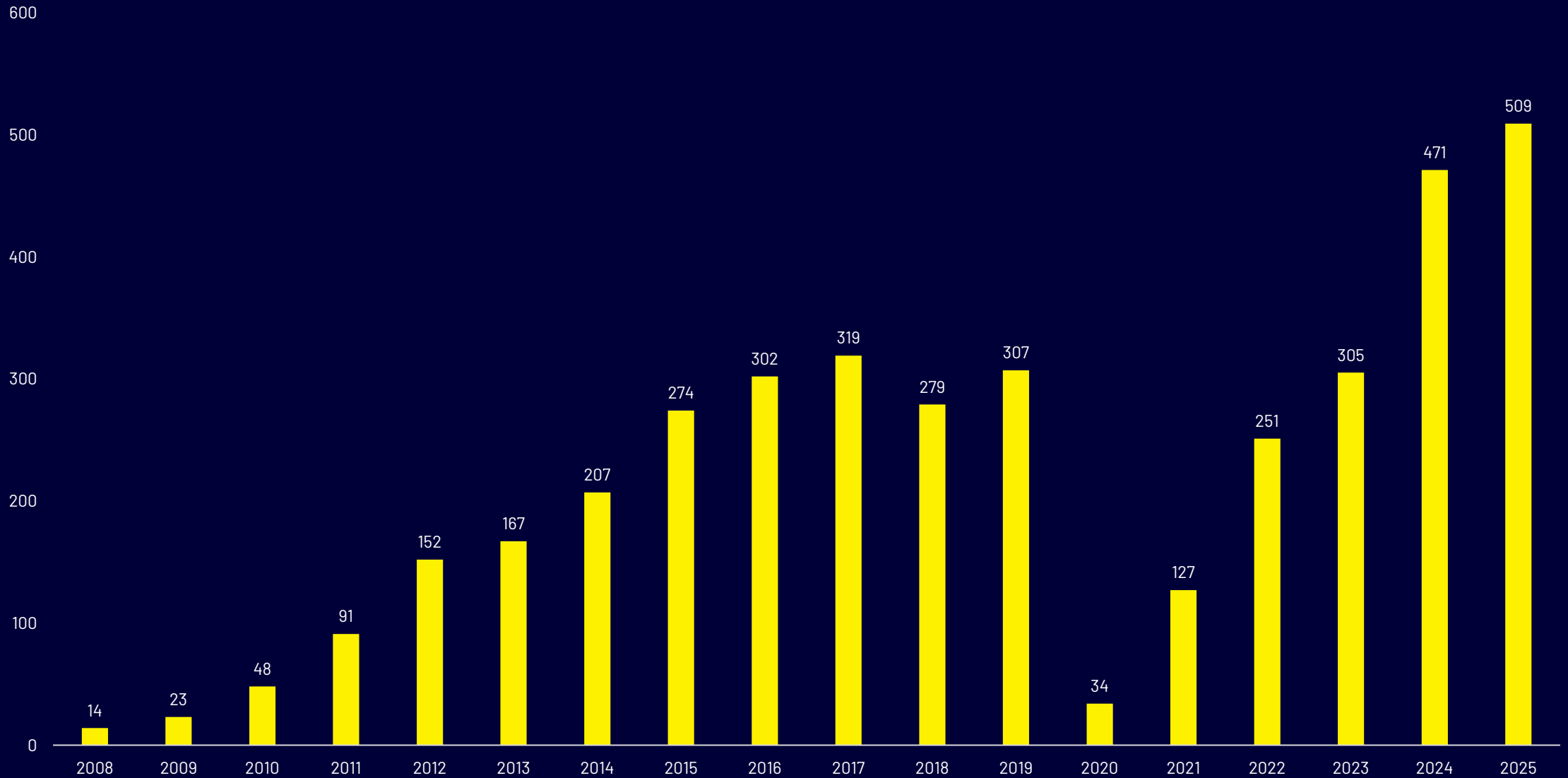
2022

- World Tour prize money exceeds \$1,000,000 for first time

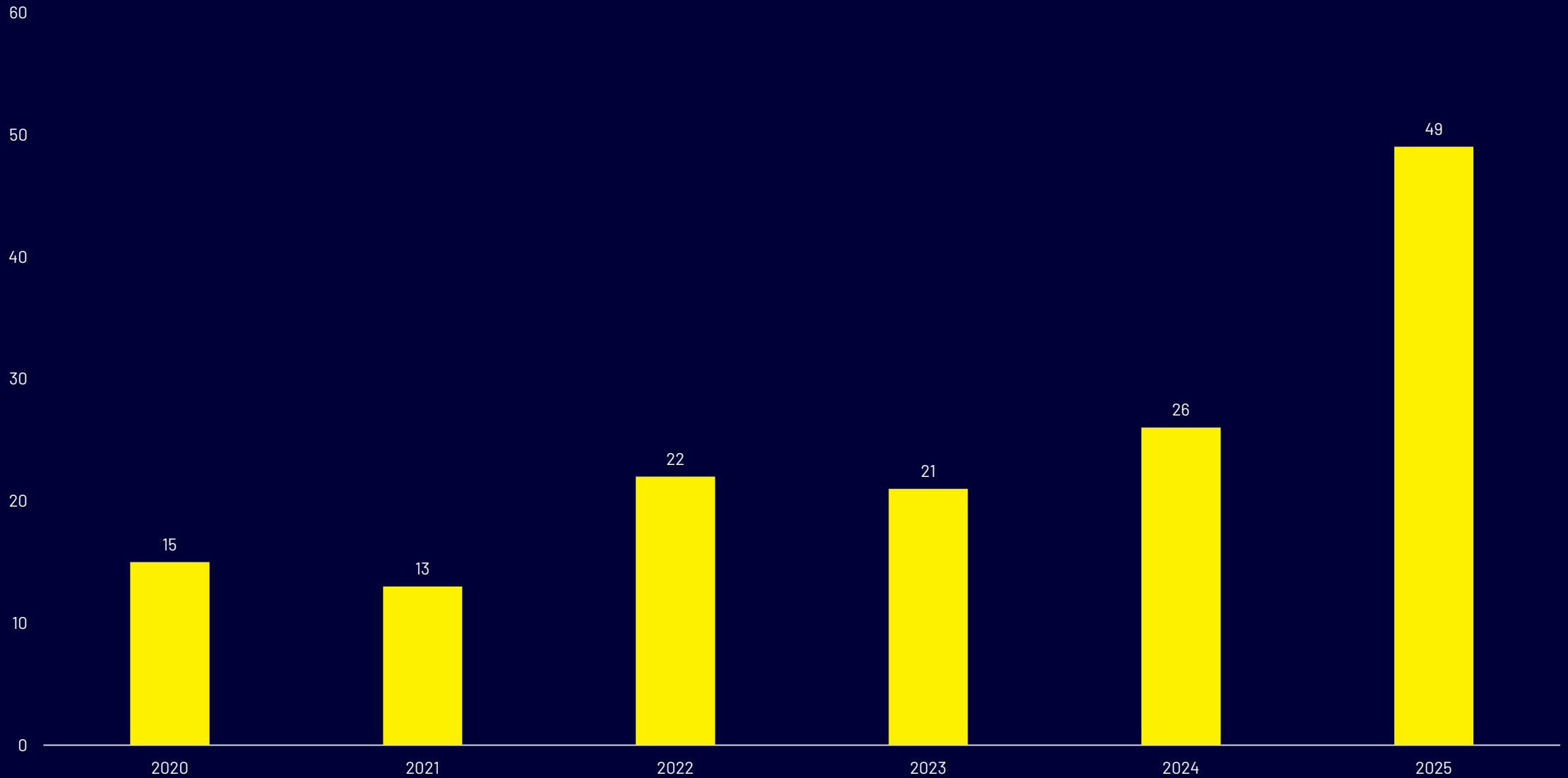
2021

- World Cup qualification pathway to be initiated
- Launch of the Sand Series

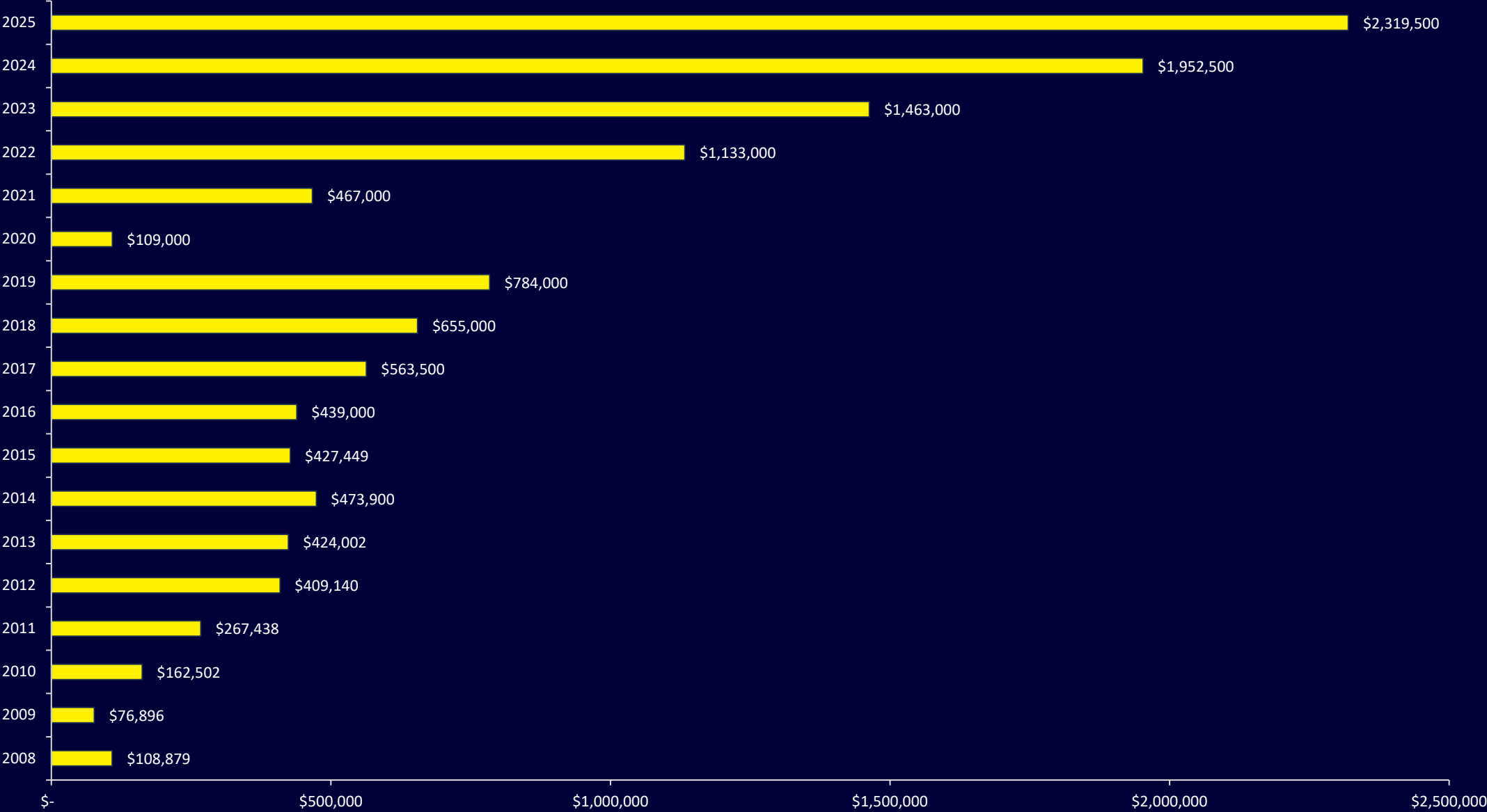
ITF Beach Tennis World Tour Tournaments per Year (2008-2025)



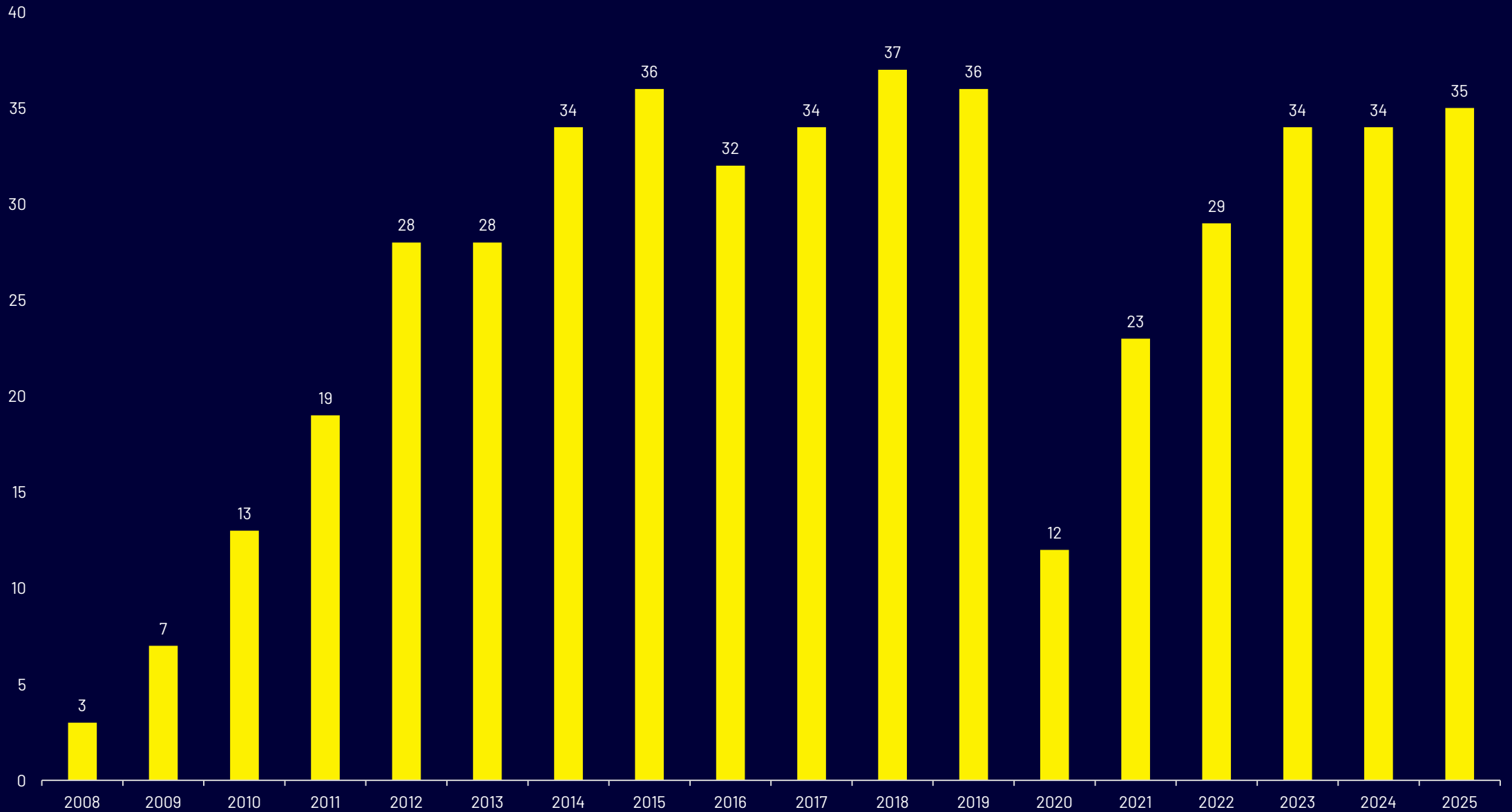
ITF Beach Tennis Junior Tour Tournaments per Year (2020-2025)



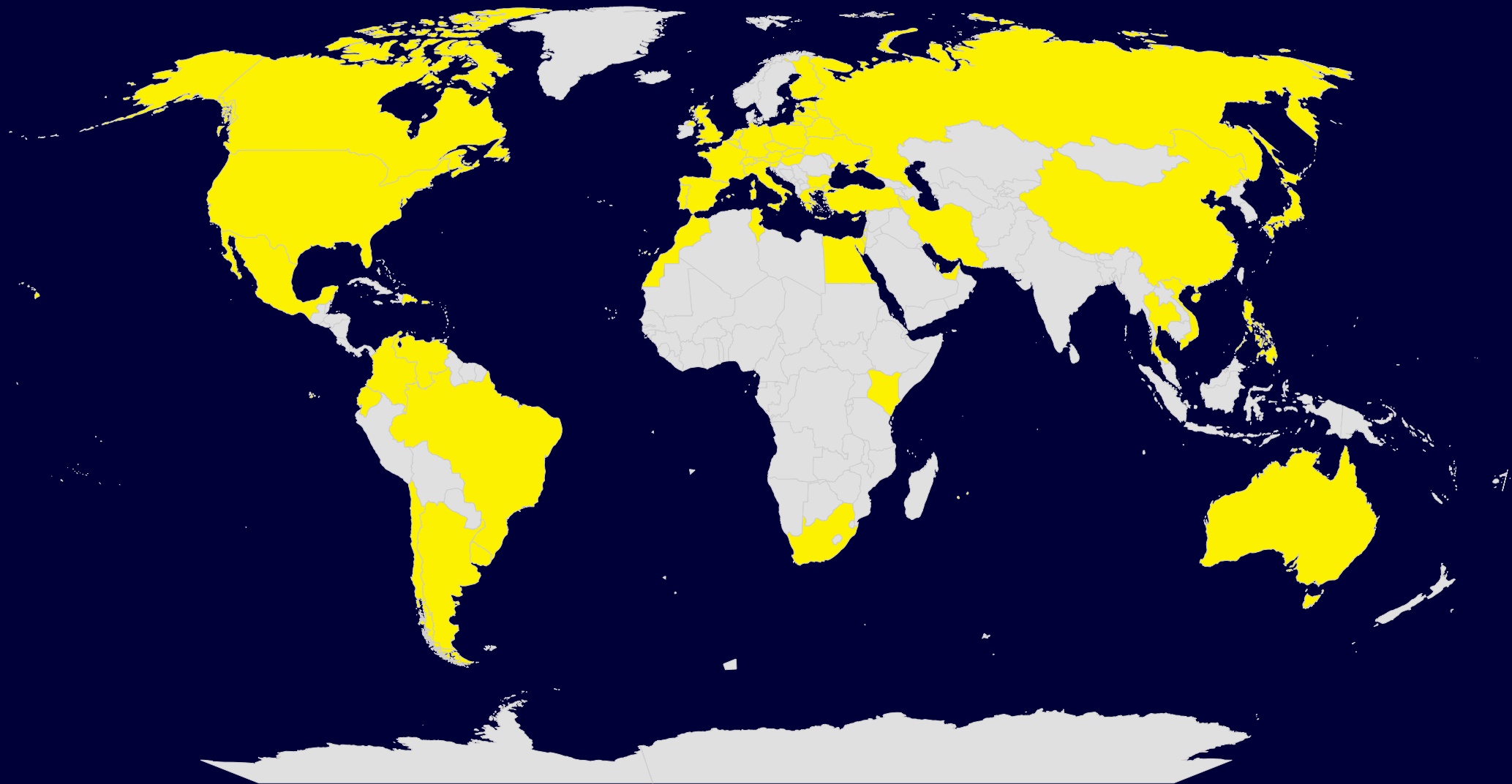
Prize Money (USD) per Year (2008-2025)



Host Nations per Year (2008-2025)



Historical ITF Beach Tennis Nations



AUDIENCE VIEWERSHIP 2025 (PLAYBT)

**20 MAJOR EVENTS
LIVE STREAMED
16 MILLION VIEWS**

**58 ITF BEACH TENNIS
TOURNAMENTS LIVE STREAMED
GRAND TOTAL
20.4 MILLION VIEWS**

TOUR FINALS
1.2 MILLION

WORLD CHAMPIONSHIPS
1.1 MILLION

SAND SERIES
**6.8
MILLION**

WORLD CUP
1.1 MILLION

BT400
5.8 MILLION



*Total number of viewers on YouTube up to a week following the completion of each event

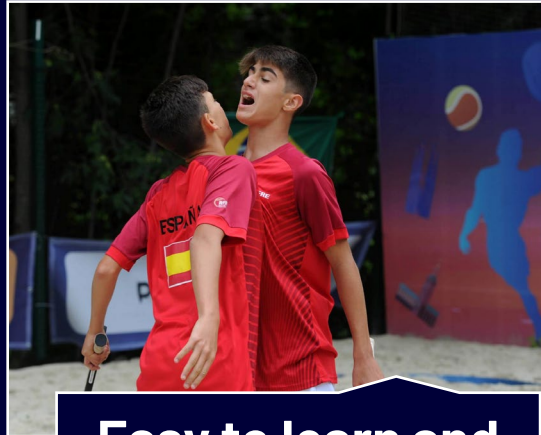
Benefits of Beach Tennis



BENEFITS OF PLAYING BEACH TENNIS



Sociable and Fun



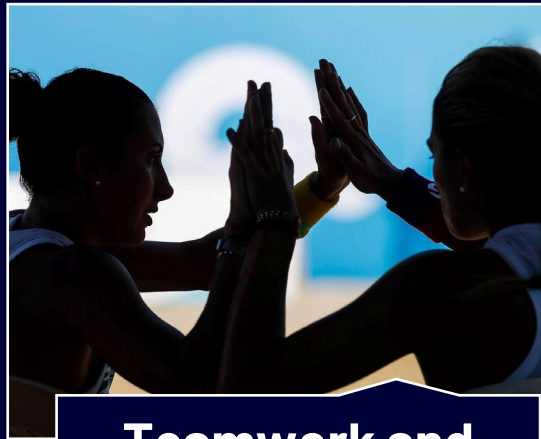
**Easy to learn and
for all ages**



**Minimal equipment
required**



**Improves health
and fitness**



**Teamwork and
friendships**



Exciting locations

BENEFITS OF PLAYING BEACH TENNIS



PARTICIPATION GROWTH as Beach Tennis is a very accessible sport and can attract players of all ages and abilities



WORKING OPPORTUNITIES for tennis tournament staff such as referees, chair umpires, line umpires and court maintenance staff



REVENUE OPPORTUNITIES for National Associations and Tournament Organisers



HOSTING OPPORTUNITIES for clubs and organisations



PROMOTIONAL OPPORTUNITIES for manufacturers and sponsors



NEW VENTURES/PARTNERSHIPS to create new revenue streams, engage the social tennis community with fun activities, and support high-performance pathways.



Developing a Beach Tennis Programme

NATIONAL ASSOCIATION



1. Identify Beach Tennis NA programme coordinator

Finding the individual or group who will drive your Beach Tennis Programme is key to its success. This may be someone within the Federation or a volunteer who then works in collaboration with the National Tennis Association. They could be a coach/administrator or someone who works in the beach sport sector with a passion for developing a programme in Beach Tennis.

Where private activities already exist, consider forming a working group or committee with external partners to collaboratively develop a national Beach Tennis programme.

2. Understand Potential Sporting Landscape

Research and knowledge gathered about sports programmes that exist already that can be transferred across and incorporated in the programme structure of a new Beach Tennis Programme.

What beach sports programmes exist already? If so, which sports?

- Where are these located? E.g. on the beach, at a multisport centre, at a school, etc?
- How are they funded?
- How do they reach out to potential athletes? E.g. via social media, existing tennis players, beach sports players/fans?

Are there any multi-sport beach venues in the area that offer beach sport activities?

- They could provide facilities, volunteers or even potential coaches

What Beach Tennis activities or clubs and programmes already exist?

Beach Volleyball presents a valuable opportunity, as both sports share the same court dimensions, making collaboration and joint initiatives more accessible and attractive.

3. Identify Potential Athlete Population

It is important to establish where players will come from, and also where large groups of potential participants are located. Programme activity could take place where participants are based, such as schools on the coast, to avoid transport costs and challenges.

What range of potential players are based in your area? Are they Juniors, Pros, Adults, Families, Social Players?

- Subject to the demographic, where are the potential players' schools/family-friendly sports centres/multisport centres located?
- Do these have existing sports programmes?
- Do they have any facilities on site (e.g. multipurpose sports areas)?

4. Infrastructure

In the case that sand is not a viable option as a playing surface, what other infrastructure is there available?

You can introduce BT on multi-purpose surfaces to engage players with the game and have a feel for the basics. Alternative surfaces, such as grass or other flat areas, can be used to develop Beach Tennis techniques and help encourage participation.

Lack of sand should not be a deterrent.

Set up permanent courts

- Permanent Beach Tennis courts, temporary courts or multi-purpose facilities where fixed times can be scheduled each week, will help encourage local participation.
- Local players can plan to play beach tennis like they would any other sport and book sessions with friends.
- Once the courts/club become established, you could consider charging a membership fee.
- A café/bar close to the courts could help to bring in extra revenue.



Introduce floodlights

- Floodlights allow more flexibility in court availability.
- Local players of all ages who work/study during the day will be able to play during the evenings.
- This in turn can create more revenue in terms of court fees.



5. Equipment Sources

Availability of Beach Tennis equipment to assist with start-up project:

- Can your national tennis federation assist with providing equipment (rackets/balls/portable nets/lines)?
- It is important to remember that a beach tennis court is not required at the beginning. Any open space on a beach (or on other surfaces) can be used to create a court, using a portable net or even wire/string as alternatives.

Where can you get equipment from should you require more?

The ITF can provide you with a list of manufacturers and suppliers tailored to your location who are able to distribute (good value) kits globally.

5. Equipment Sources

ITF Kits

These kits will offer National Associations the means of setting up their own Beach Tennis courts and provide them with the tools needed to start playing and promoting the sport.

Each of which includes the following:

- 1 x Court kit (net, poles and line marking)
- 4 x paddles
- 6 x Stage 2 balls

Member Nations are required to submit an application outlining their national Beach Tennis project, together with plans for Beach Tennis events and other proposed activities to support the development and implementation of the sport. If succeed in their application, Nations must ensure these kits are used for their intended purpose only – to attract new players and promote Beach Tennis in their country. Any kits received must not be resold or used for any other purpose other than that already specified.

6. Collaborate with hotels and/or other sports events

- Contact hotels and see if it is possible to install beach tennis courts.
- Hotels look for ways to entertain guests and beach tennis courts could not only provide entertainment for the whole family but also help the hotel to gain more clients.
- Holding a beach tennis exhibition at another sporting event can help to increase the exposure of beach tennis and encourage others to try the sport.



7. Delivery Plan and start of activity

- Conduct introductory clinics (at suitable venues/schools/sports centres) to give people a taste of Beach Tennis.
- Organise regular training to follow on from introductory clinics. (At least once a week at the start, but looking to increase frequency). Ensure that regular training opportunities (for example, once-a-week sessions) are in place to follow directly on from the sessions so that the initial interest is maintained.
- Arrange local competitions at the end of training blocks.
- Start in one or two locations and use these as a nucleus to expand the programme to other areas as it develops.
- Conduct coach education/awareness workshops.

8. Encourage grassroots participation and coaching

- Introduce beach tennis in schools and universities to allow local young people to become familiar with the sport.
- Hold national tournaments and eventually ITF Beach Tennis Junior tournaments which will enable players to get an ITF ranking.
- Junior players who have competed at ITF Beach Tennis Junior events will then be able to progress naturally to the ITF Beach Tennis World Tour (Pro).
- In addition to juniors, there is great potential to develop grassroots Beach Tennis amongst all age levels, including senior players.



8. Encourage grassroots participation and coaching

- Coaches can set up activities and practices for children and adults
- ITF has available to all ITF member nations two coaching courses to help nations with coaching: ITF Play Beach Course (Level 1) and ITF Coaching Competitive Beach Players (Level 2)



9. Promote your programme

Increasing awareness of your Beach Tennis Programme is vital in helping to attract more people to take part. Ways to do this include:

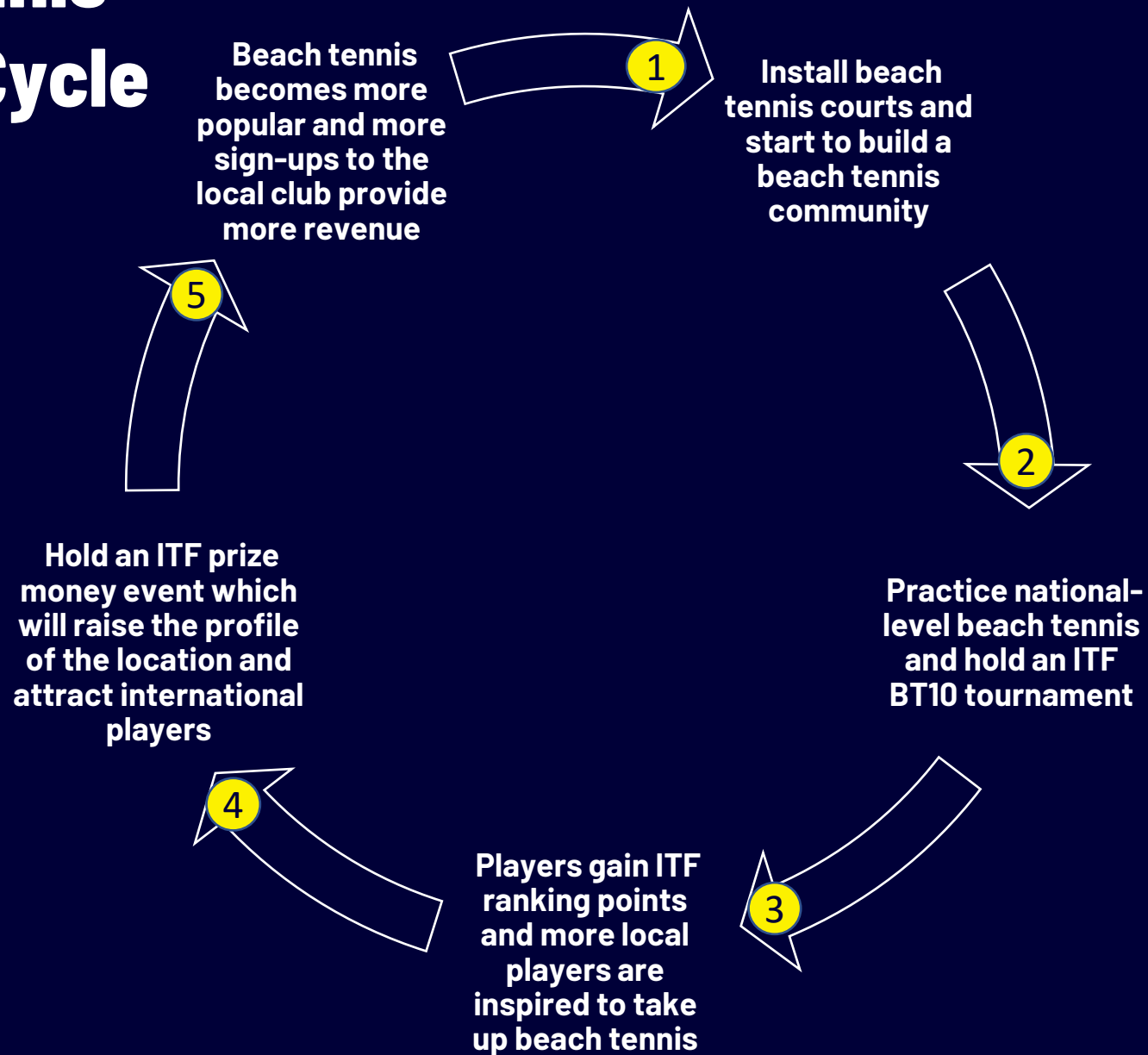
- Inviting the local media/press to events/activities.
- Advertising with organisations, for example via social media.
- The ITF can help to promote new Beach Tennis programmes by posting photos/news about the programmes on our social media platforms.
- Promoting in locations where potential athletes might be based. For example, coastal areas.
- Using any existing players as player ambassadors.
- Working with the communications platforms of the National Tennis Association.
- Possible cross promotion with local sponsors/public authorities.
- Create social media channels for beach tennis at your National Association or club to try to expand your base.
- Connect with other beach tennis accounts on social media.

10. Create a national team

- Create a national team (minimum 2 male and 2 female players) and aim for the ITF Beach Tennis World Cup.
- Qualification is based on merit (combined rankings of nominated players) and there are also a small number of Wild Cards on offer.
- World Cup and Regional Championships, as well as multisport events such as the ANOC World Beach Games, give players the opportunity to represent their country on an international scale, and lift the profile of beach tennis in that nation.



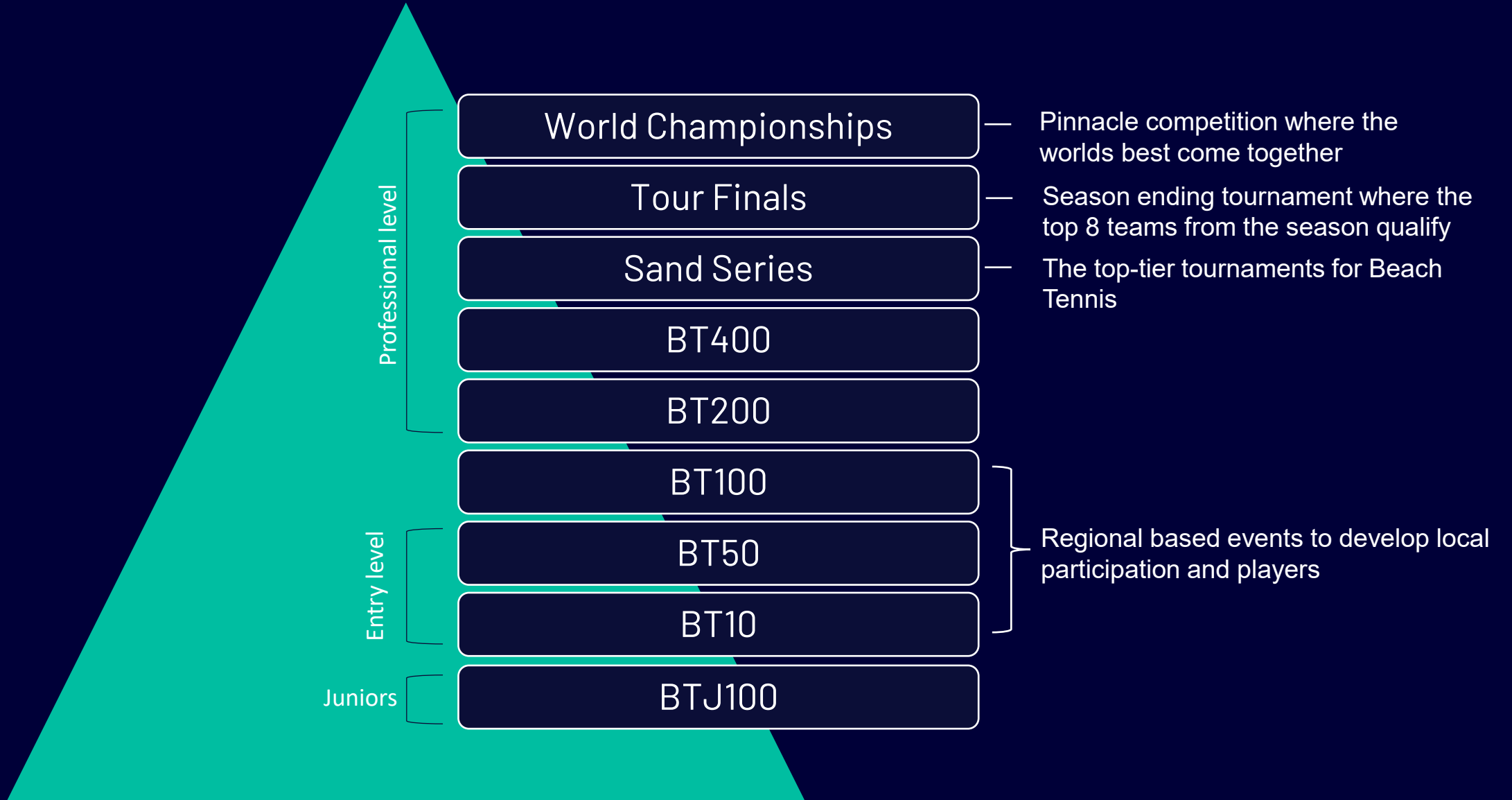
Beach Tennis Revenue Cycle



ITF Beach Tennis Tours



ITF Beach Tennis World Tour



ITF Beach Tennis World Tour

Championships

World Championships

Flagship individual (pairs) tournament. Anyone can enter the tournament, and the usual System of Merit is applied to determine entry based on the combined ranking of each pair.

Regional Championships

Flagship regional individual (pairs) tournaments. Currently Regional Championships do not provide a qualification route to the World Championships.



ITF Beach Tennis World Tour – National representation



World Cup

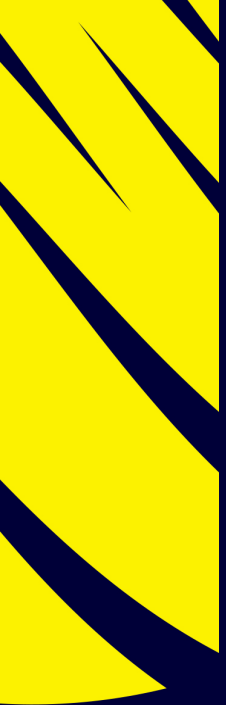


World Cup Regional Distribution Quota



Applying for an ITF Event





Steps to follow to apply for an ITF Beach Tennis event

A. Let us know you are interested by emailing provisional dates and tournament categories to beach@itftennis.com

B. **Submit the tournament application on Baseline TMS.** All applications must be endorsed and approved by the relevant National Association

C. **Tournament application is reviewed, and an eligibility and accessibility assessment of the tournament location is carried out before the tournament is approved**

Case studies



CASE STUDIES – BRAZIL

The CBT started Beach Tennis in 2013 and since then, it has begun to develop and promote the sport throughout the country.

The first step was to create training courses for teachers. We need people to teach and pass on the knowledge so that we can grow and develop the sport.

We created 3 modules:



Green Level

Beach Tennis coaches recognized by the CBT



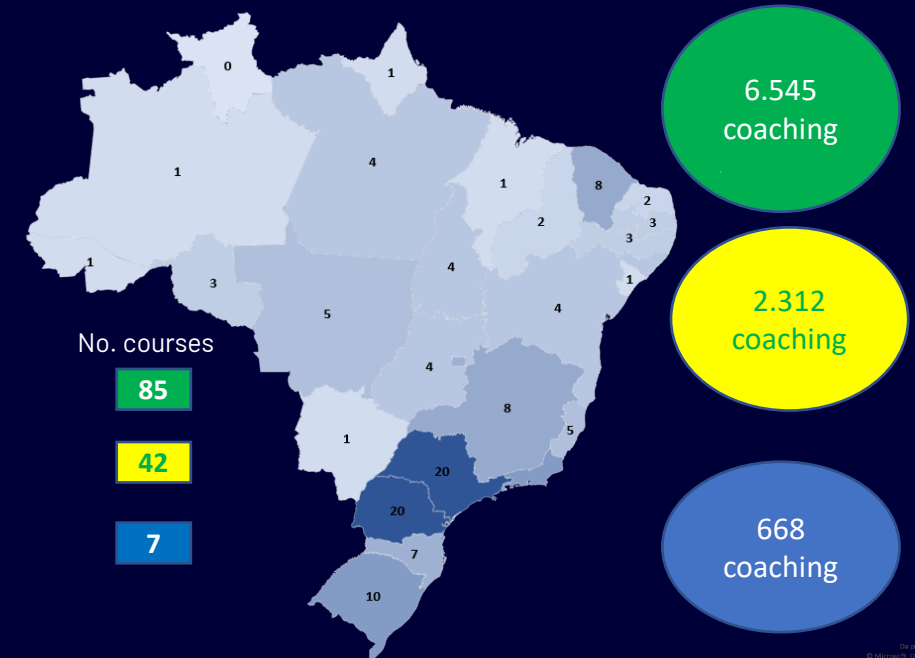
Yellow Level

They may assist in training courses in their regions.
They may be team coaches in official events promoted by the CBT.
Ex: Federation Cup and Brazilian Team Championship



Blue Level

You can teach green level training courses in your region.
Coaches of high-performance teams.



We create National amateur and youth circuits that accompany ITF events, thus providing proximity between amateur athletes and professionals and further encouraging amateur and youth categories.

- National Beach Tennis Circuit
- Beach Tennis Circuit for Children and Youth – 10 to 18 years
- Masters Beach Tennis Circuit – 35 to 80 years
- Brazilian Interclub Championship
- Beach Tennis Federation Cup – With 27 federations and 2,400 athletes

CASE STUDIES – BRAZIL

We brought event promoters from Tennis to Beach Tennis to take advantage of the expertise of these professionals and try to increasingly professionalize Beach Tennis. In addition to seeking public funds to help foster and develop this project.



Investment in the youth categories, working with athletes aged 12 to 18, taking the entire delegation to competitions such as the Pan American Games and the World Cup, motivating the athletes with the spirit of representing their country in an international competition.



CASE STUDIES – JAPAN

Key Initiatives & Events

1) Japan Federation Beach Tennis (JFBT) becoming an official Federation under the umbrella of Japan Tennis Association (JTA) in 2013.

JFBT : <http://www.beachtennis.or.jp/index.html> JTA : <https://www.jta-tennis.or.jp/>

2) Introduction of Domestic Tournaments & Japan National Championship – JFBT Japan Tour

- Currently over 20 tournaments per year hosted in more than 15 cities within Japan
- The National Championship is considered the most significant and prestige competition
- Junior and Senior tours started in 2023

3) Domestic Ranking System – Combination of results from domestic points, and ITF points

- The ranking system created the incentive for players to participate in national and international competitions.
- Currently there are approximately 200 ranked players (55% Male 45% Female)
- In the ITF International rankings, there are currently 4 women's and 2 men's player from Japan in the top 100.



MASA ALL JAPAN CHAMPIONSHIPS '24					
10/4 Fri 10/5 Sat 10/6 Sun Suma beach JBC					
ITF					
TOURNAMENTS ITF TOURS PLAYERS RESULTS RANKINGS					
HOME > ITF BEACH TENNIS WORLD TOUR RANKINGS					
Last Updated: 19 May 2025					
ITF RANKING		PLAYER NAME	YEAR OF BIRTH	NATION	TOURNAMENTS
81	↑ +3	Hiroaki Tomioka	1993	Japan	36
87	↑ +11	Satoshi Goda	1985	Japan	20
136	↑ +1	Yusuke Hiraki	1985	Japan	13
137	↑ +4	Ryo Yoshimura	1995	Japan	31
142	↓ -1	Kengo Masuda	2000	Japan	13
199	↑ +25	Atsuya Maki	1996	Japan	11



CASE STUDIES – JAPAN

4) Combining BT with a big event

ATP 500 RAKUTEN OPEN TENNIS CHAMPIONSHIPS

- ATP 500 Japan Open, Beach Tennis ITF G1 & G3 Tournaments, and Japan National Championship were all hosted at the same venue at Tokyo City (2013-2017). Tennis fans who came for the ATP Event had free access to watch the beach tennis competitions.
- Bryan Brothers playing Beach Tennis: <https://www.youtube.com/watch?v=nUCDUb2dRIE&t=3s>

JAPAN BEACH GAMES – https://jbgf.jp/jbg_suma2024/

- Inclusion of Beach Tennis at Japan Beach Games (JBG)
- Beach Tennis included since its inaugural event in 2014. 15 beach sports are officially included, with Beach Volleyball, Beach Soccer, Beach Sumo, Beach Flags, and more.
- In 2024, the BT National Championship was held at the JBG, drawing crowds from the entire event. All sports held a joint Trophy Ceremony.

5) Presence at ITF Beach Tennis World Cup

- As Asia's top BT nation, Japan has been represented at the ITF Beach Tennis World Cup since 2014. At the 2024 WC in Brazil, Japan finished 8th out of the 16 countries.
- In 2024, JFBT appointed a Brazilian coach to support the national team's training program. The Federation has been supportive about development programs for the National Team.



CASE STUDIES – FRANCE



Key initiatives and projects that have proven successful

- Promotion and discovery for the public during summer tours on beaches and in clubs
- Structuring national competition for all levels and ages
- U12 to U18 youth gatherings in the regions (leagues) and at national level (federation): detection, training and follow-up
- Financial assistance from the FFT for the construction of beach tennis facilities

Lessons learned and tips for emerging nations

- Beach tennis courts fixed and with lights
- Have teachers trained to supervise players (courses, beach tennis school, teacher trainers)
- Communicate very quickly on the sport, animations and events offered in the country (dedicated social networks, live shows, promo clips, fan zone, etc.)
- Find partners to develop the sport and take advantage of their promotion and distribution channels

Strategies for growing participation at grassroots and elite levels

- Propose club offers and services, and competitions for both levels (training, courses, beach tennis school, elite and beginner tournaments, free discovery events, etc.)
- Targeted promotion and communication (social networks, lives, etc.)
- Conventions and support for our youth and senior elite (individual and French teams)

Partnerships or collaborations (e.g., with schools, local governments, or tourism/hospitality sectors)

- Federal partners to help the FFT develop beach tennis (material or financial)
- Partnership with beach clubs for youngsters (6 to 12 years old) for multi-sports and activities with BT sessions
- Partnership with clubs and towns to offer a tour for the general public
- More local actions with clubs (schools, students, sports gatherings with national associations in favour of sport, ...)

CASE STUDIES – FRANCE



THANK YOU

Email: beach@itftennis.com

Website: [Beach](#)

Instagram: [ITF Beach Tennis](#)