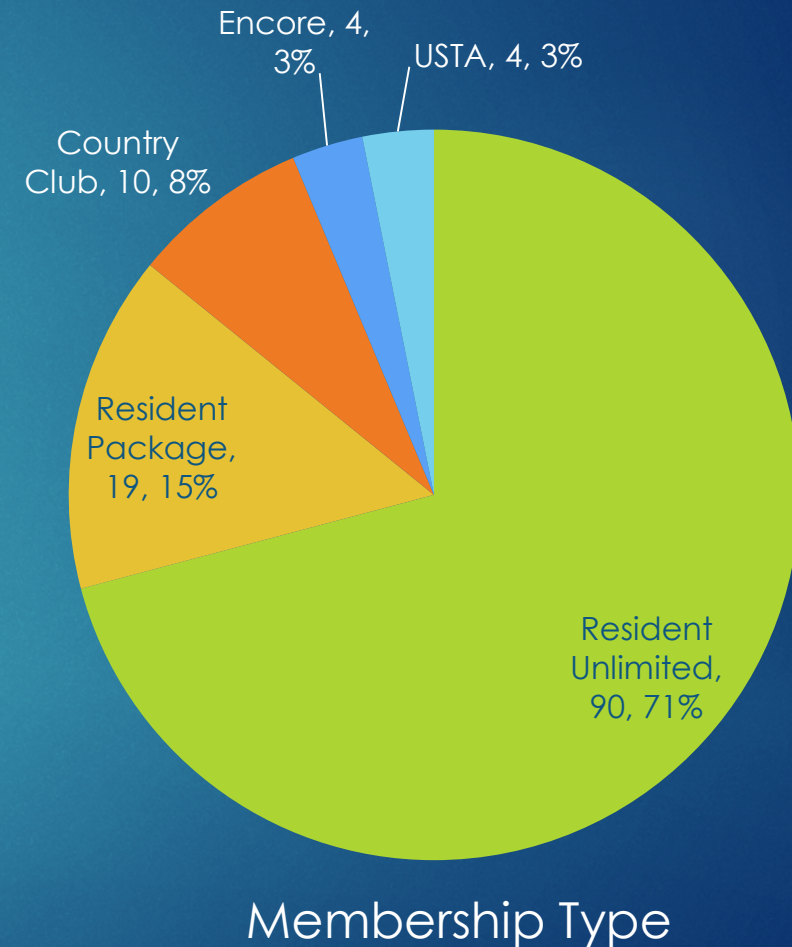


DITA
JULY 2019
Tennis
Survey
Results



Who took the survey?

- ▶ Great participation! 125 Active Dataw Tennis players (65% of 190)
- ▶ 51% Female; 49% Male
- ▶ 56% over 70; 42% between 55-69; 2% under 55 years old
- ▶ 95% play men's or women's doubles; 65% play mixed doubles; 16% play singles
- ▶ 4 players rated 2.3; 56 players rated 3.0; 43 players rated 3.5; 16 players rated 4.0
- ▶ 73% of players play twice or more times per week with another 18% playing at least once per week

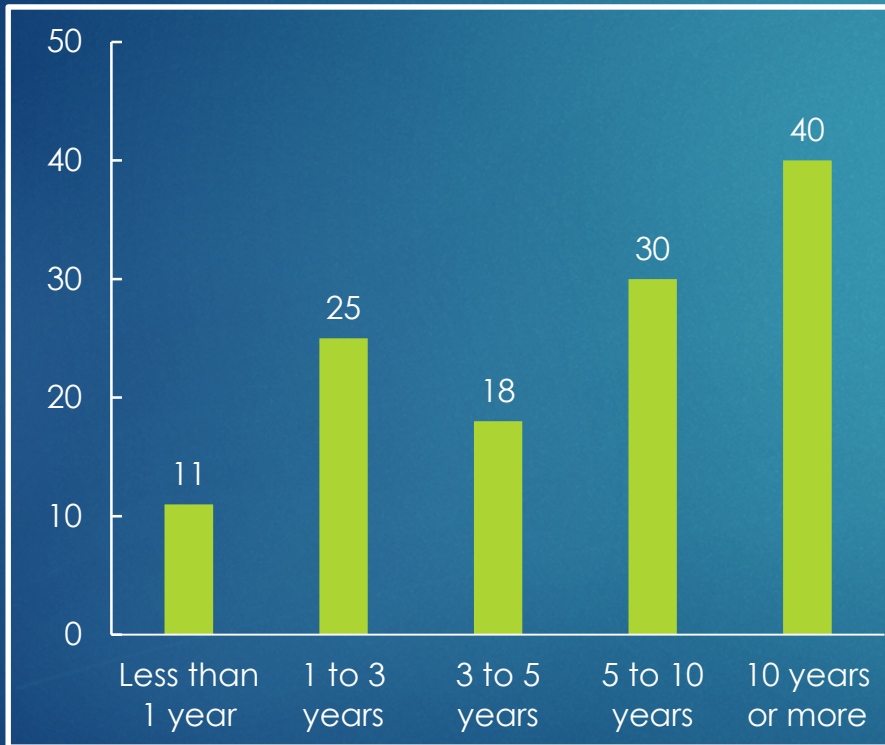


What data is being presented?

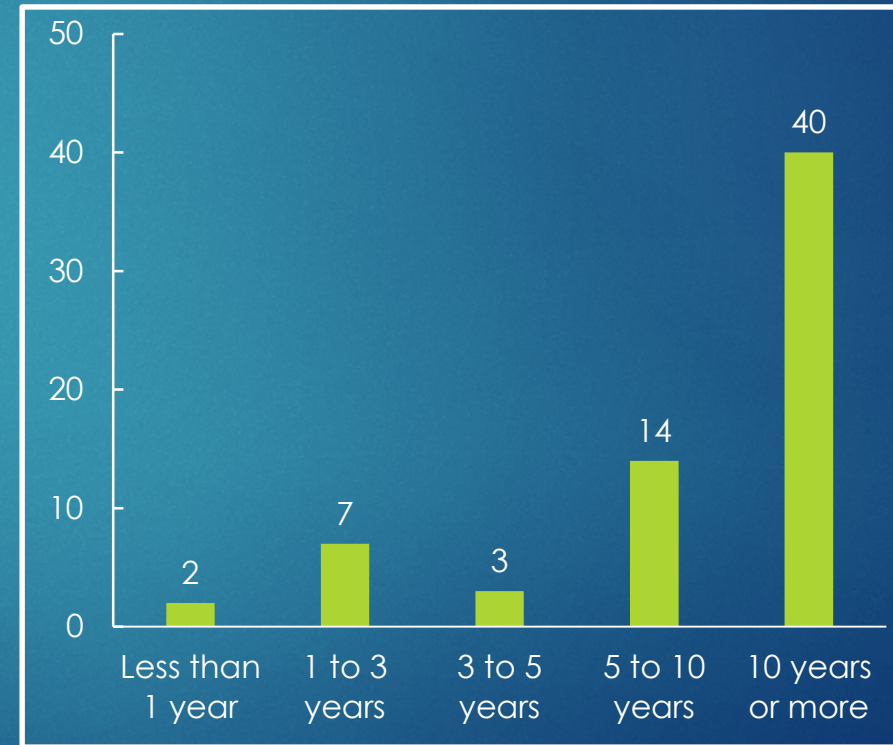
- ▶ The charts and graphs show all responses from the DITA Tennis Survey.
- ▶ Respondents were asked if they have additional comments to offer; these comments are shown to the right of the graphs on each slide. Comments included were mentioned at least two times and thus were deemed valuable additions to the complete data shown to the left but are not meant to analyze data trends.

Very Experienced Players

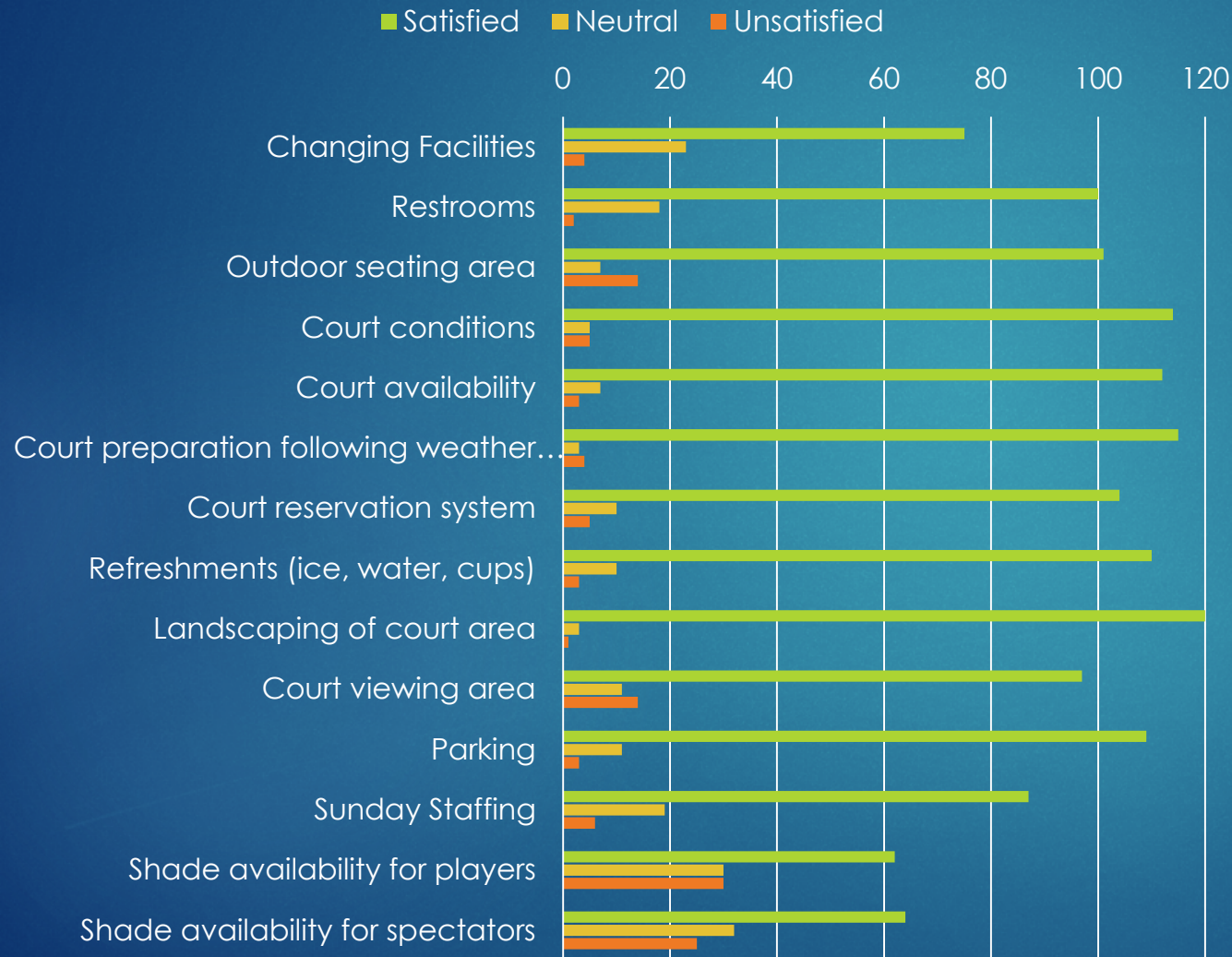
► Time playing at Dataw



► Time playing Tennis



Tennis Facilities

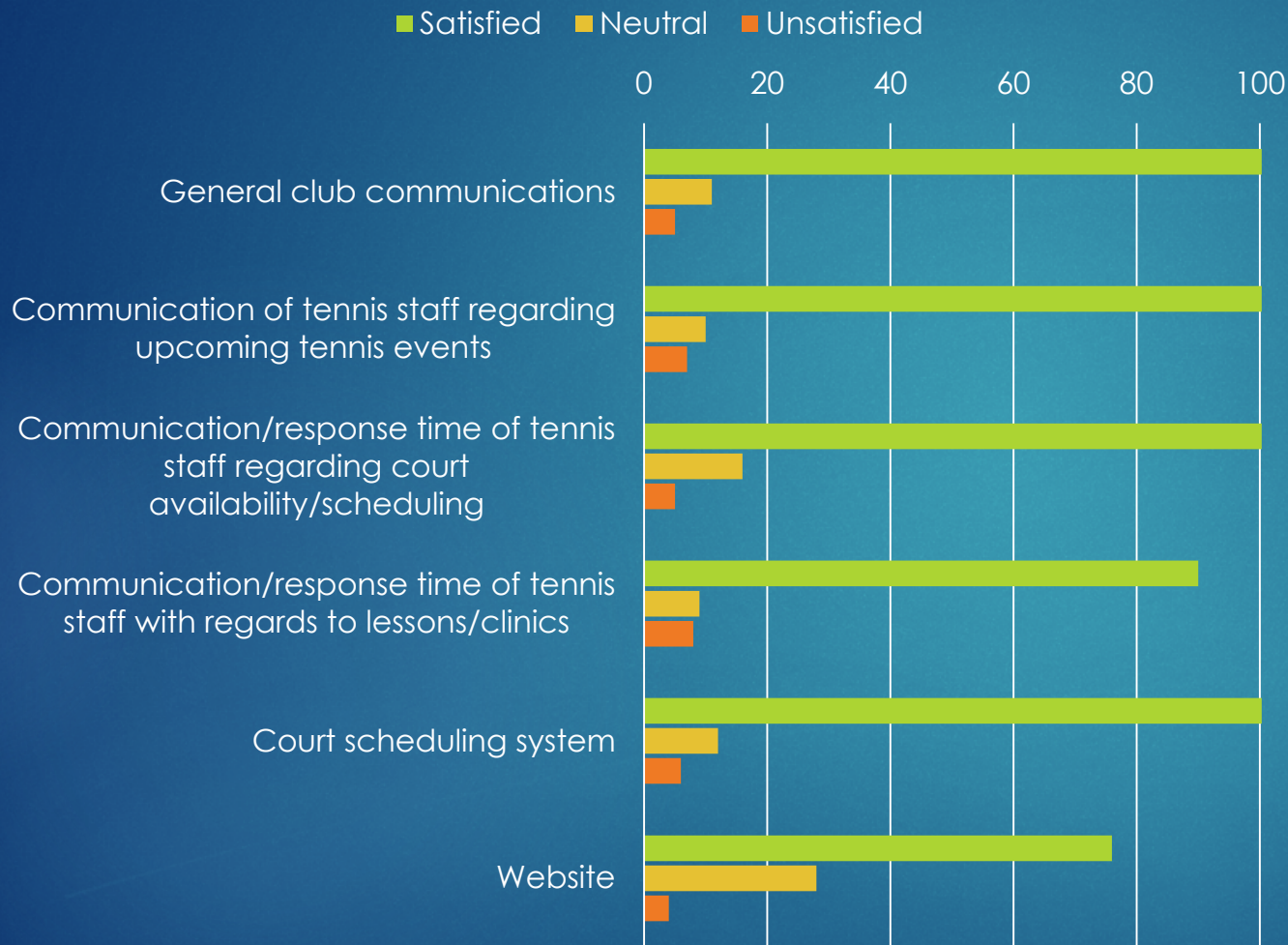


Comments

- Great facility and staff
- Players need more shade on court
- Additional spectator seats
- Additional shade needed for spectators
- Changing facilities/restrooms could be better

Note: Comments not mentioned more than once are not included

Club Communications and Scheduling

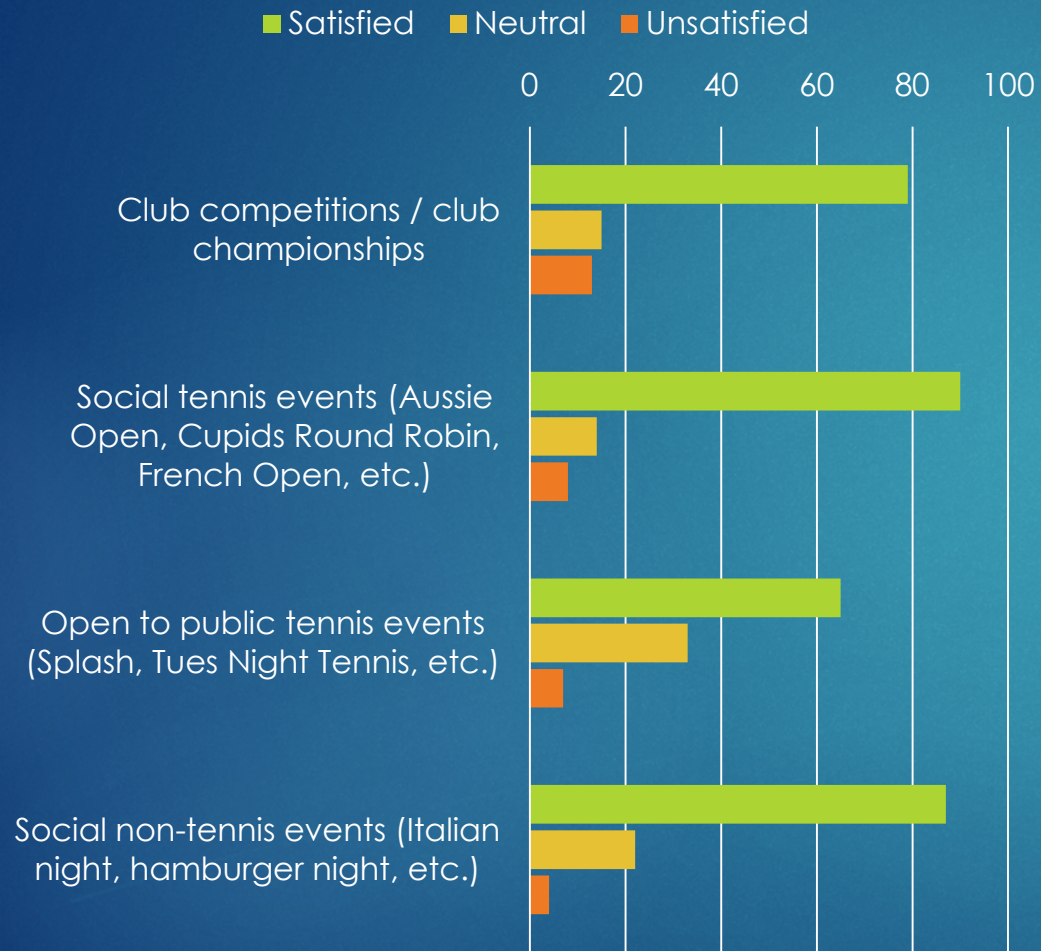


Comments

- Events and clinics should be communicated more in advance and more often (also post on reservation system)
- Many are not aware of the website and not effective
- Difficulties in getting response when leaving messages on the office phone
- Need more timely scheduling of play times for social events
- Need training for scheduling system

Note: Comments not mentioned more than once are not included

Club Events

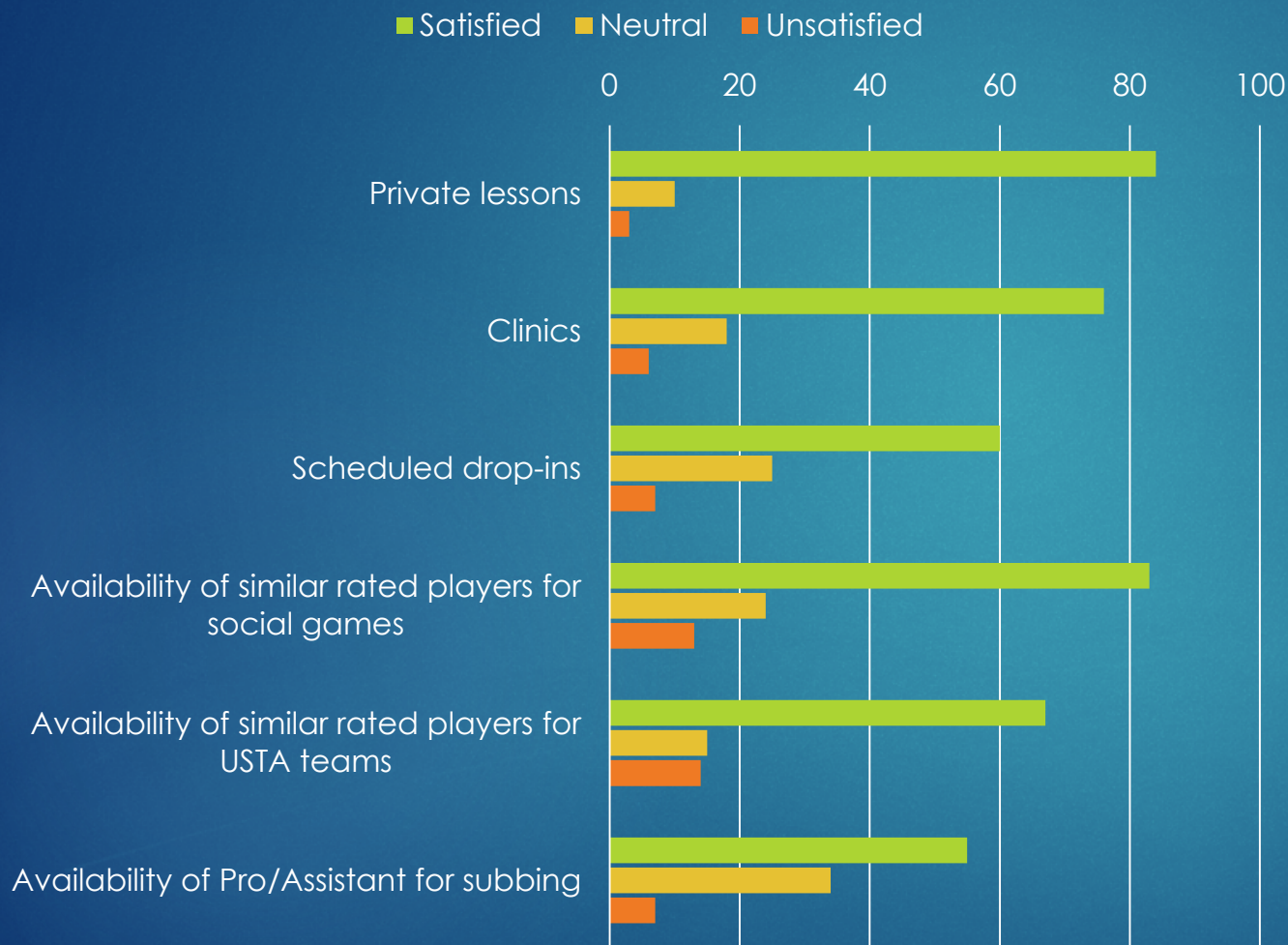


Comments

- Lower participation in Club events, need to encourage more participation (more creative, encourage 4.0 players, need creative crowd-drawing events like visiting pro, pro-ams).
- Events should have greater focus on showcasing tennis, less on food.
- Social events are good.
- Hamburger night had mixed reviews with the caterer this year.
- Need more tennis players who want to play in evenings (TNT). Tuesday night tennis could be better organized especially at the 3.0 level.
- Have refreshments provided by the club to improve quality, even though more expensive and paid for by participants.
- Spectators should not have unlimited access to food as match timing affects when players are able to eat.

Note: Comments not mentioned more than once are not included

Instruction and Player Availability

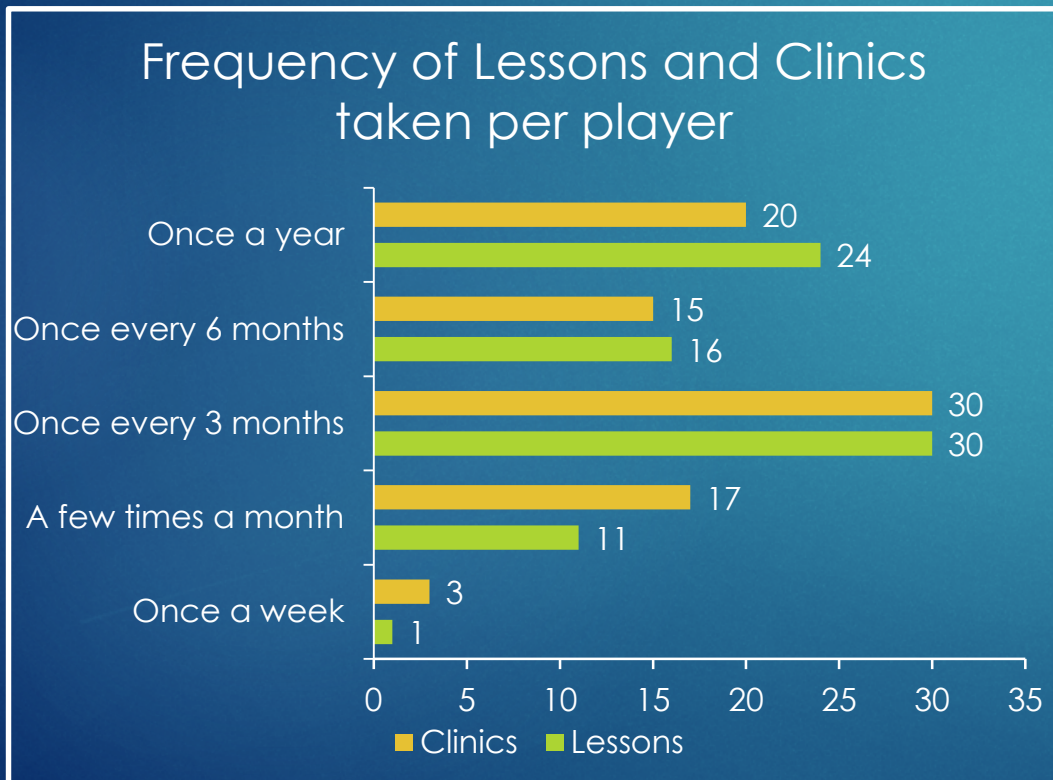
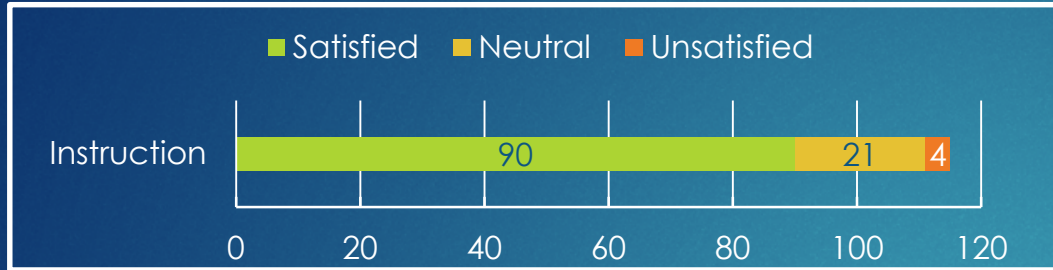


Comments

- Want regularly scheduled weekly clinics
- Would like more clinics and drop-ins
- Need better notification for clinics
- Keep to number of participants advertised
- More opportunities to play social tennis (drop-ins/controlled round robins)
- More non-team Mixed Doubles opportunities
- More opportunities to mix together different players/levels
- More weekend and evening leagues/play
- Need more 4.0+ players

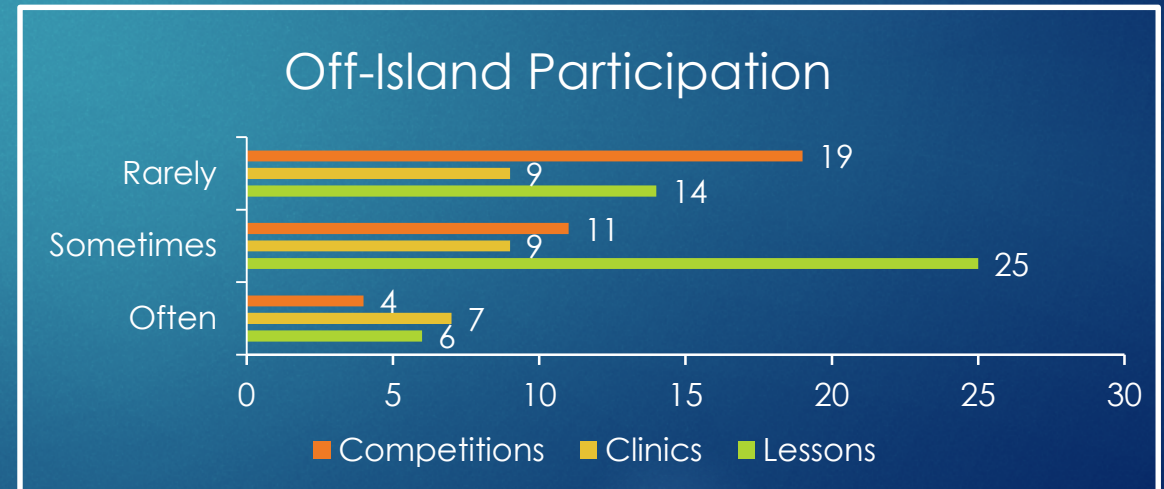
Note: Comments not mentioned more than once are not included

Lessons and Clinics



Comments

- ▶ Very pleased with Warren's lessons
- ▶ More variety in clinics (USTA National Campus has a variety of programs we could benefit from)
- ▶ More doubles strategy clinics
- ▶ More clinics
- ▶ Regular schedule for clinics
- ▶ Beginner and fundamental Clinics
- ▶ Teaching assistant may be helpful

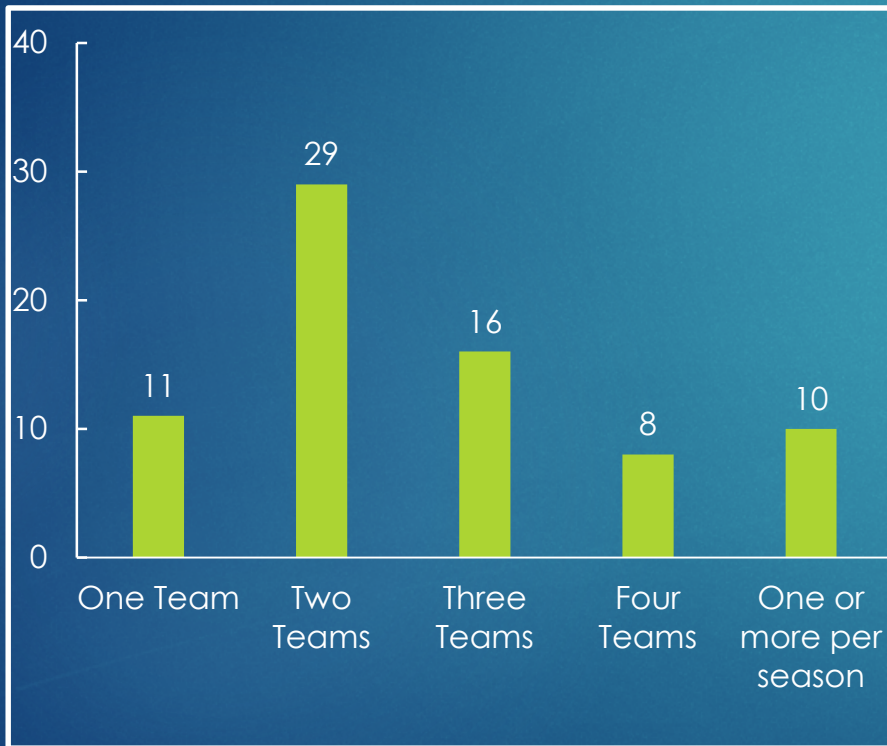


Note: Comments not mentioned more than once are not included

USTA Team Participation

65% of Dataw players play on Dataw USTA teams
13% also play on other USTA teams in the area

▶ Playing on Dataw USTA Teams



▶ Playing on other USTA Teams

Where they play:

- ▶ Hilton Head, Bluffton, Beaufort, Oldfield, Habersham

Reasons for playing:

- ▶ For variety of competition
- ▶ More play time
- ▶ Age issues / Dataw availability
- ▶ To play with higher level team
- ▶ Play with friends

Overall Tennis Program

Strongest areas

- ▶ "Well maintained courts / facility"
- ▶ "Dedicated Pro and Committed Staff"
- ▶ Active, friendly, inclusive and competitive players
- ▶ Overall Appearance / Setting
- ▶ Comprehensive program - Lots of opportunities to play
- ▶ Good instruction
- ▶ Court availability
- ▶ USTA competition
- ▶ Fun social events
- ▶ DITA

Is Dataw Tennis Program a good value?

- ▶ 71% Absolutely
- ▶ 17% Neutral
- ▶ 12% Not so much

Planning to re-join next year?

- ▶ 70% Absolutely
- ▶ 26% Probably
- ▶ 4% Maybe not

Overall Tennis Program

Improvement Suggestions

- ▶ Shade for players and spectators
- ▶ Better and more ample spectator seating, especially for courts 2, 6 - 8
- ▶ Regularly scheduled clinics, weekends and during the week, USTA prep clinics; Regular clinics at pre-specified times with specific focus
- ▶ More mentoring among out players, ex. Opportunities for players to "play up" to improve
- ▶ Move pickle ball away from tennis; add facilities for permanent pickle ball
- ▶ More members (lower fees); Increased tennis package options; More flexibility in court time and/or monthly packages, i.e. 40 court times or six-month package; revisit guest fees; improved cost structure for off-island tennis membership to encourage new off-island membership
- ▶ More Social events. Less emphasis on USTA.
- ▶ Improve USTA team formation rules.
- ▶ Bathroom upgrades, especially restroom by court 5; Need larger men's & women's restroom/changing rooms.
- ▶ More diligent enforcement regarding sign in of package players and guests
- ▶ Clarity, frequency, timeliness of communications ; Communication boards outside vs. inside of the facility with information about clinics, USTA etc. community screen with court reservations in the tennis facility
- ▶ More mixed doubles play opportunities
- ▶ Aggressively spray for insect control on and around courts
- ▶ Aggressive marketing/ recruitment of stronger players for the pipeline as aging of current players is predictable
- ▶ New member orientation / Introduction to players.
- ▶ Rules enforcement

Note: Comments not mentioned more than once are not included

How would you describe Dataw Tennis to a friend?

- Friendly, welcoming atmosphere
- Wonderful, Great place
- Excellent facility & program
- Excellent pro, good instruction, friendly staff
- As competitive and social as you want
- Fun, enjoyable
- Beautiful
- Great people
- Active, accessible
- Lots of players and opportunities to play year-round

64 players have recommended Dataw Tennis to a friend.

- 13 of those joined
- 17 did not join
- Some are still considering it