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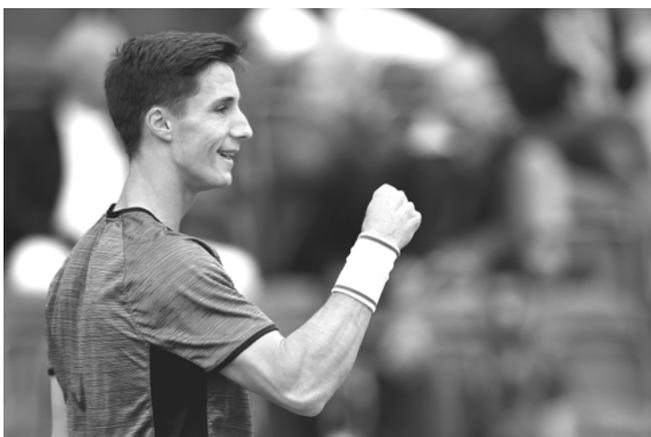
# TO WELCOME YOU



I am delighted to welcome you to the 2021 LTA summer grass court tennis events - the Viking Open Nottingham, Viking Classic Birmingham and Viking International Eastbourne.

Viking, which offers culturally enriching, destination-focused river, ocean and expedition voyages, is a proud supporter of many historic and beloved British institutions so we are thrilled to be an official partner of the LTA, the national governing body of tennis for Great Britain which was founded in 1888.

We are very pleased to bring people together this summer to reconnect through our shared love of tennis, a sport which is particularly close to all our hearts here in the UK. This year, more than ever before, we are all looking forward to enjoying outdoor events together – safely and responsibly - as well as having the opportunity to watch some of the world's best players in action.



Viking shares the LTA's passion for innovation and also their commitment to making tennis accessible to everyone. As part of our partnership, we are pleased to support Seniors Tennis and we will be offering free tennis lessons later this year to over 50s and Viking guests through the LTA's network of clubs and professional coaches.

To all the key workers joining us today, you deserve special recognition - on behalf of Viking, the LTA and all of the tennis fans here, thank you. Your hard work and dedication over the past year and a half will never be forgotten – and it's the reason we are all able to come together at these events this summer.

I hope you enjoy the tournament - here's to a summer of world class tennis and creating memories with our loved ones.

As we all begin exploring the world once again, we hope to welcome you on board a Viking ship very soon.

**Wendy Atkin-Smith**  
Managing Director, Viking UK



# WELCOME TO EASTBOURNE



**Dear Tennis Fans,**

It gives me great pleasure to welcome you to southeast coast of England for the Eastbourne International, which will once again showcase the world's best tennis players.

Last season presented significant challenges - to tennis, the sports industry and the world as a whole - and the WTA with everyone is still navigating safely through these unprecedented times.

Whether you are with us at Devonshire Park or following the event remotely via broadcast or the

Tour's digital platforms, we hope you enjoy the action, entertainment and inspiration the athletes of the WTA provide. It's because of our loyal fanbase that tennis is the leading global sport for women.

It has required tremendous hard work and collaboration to be able to stage the Eastbourne International this year, across sponsors, local suppliers, dedicated tournament staff and volunteers, and I would like to express my sincere thanks and appreciation to the team in Eastbourne and the government of the United Kingdom for their ongoing commitment to women's professional tennis.

As we reach the halfway point of the 2021 season, we remain optimistic that a return to normality in tennis and for the world is on the horizon, and I look forward to continuing the WTA story with you.

Stay safe.

Sincerely,

Steve Simon  
Chairman & CEO  
WTA – Women's Tennis Association



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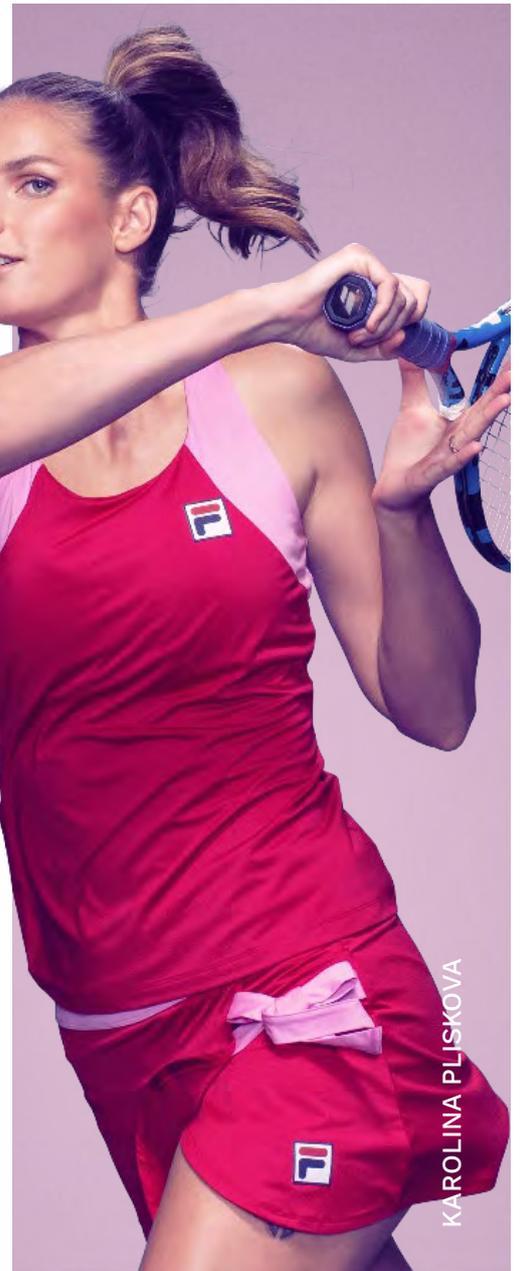


PETRA KVIŤOVÁ

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KAROLINA PLISKOVA



# ALL YOU NEED



# TO KNOW

## WHEN IS THE VIKING INTERNATIONAL EASTBOURNE 2021?

This year there are two events being held as part of the Viking International Eastbourne – an ATP 250 level tournament and a WTA 500 level tournament.

Qualifying for the WTA tournament will begin on **Saturday 19 June**, with the main draw starting on **Monday 21 June**.

Qualifying for the men's ATP event will also begin on **Saturday 19 June**, with the main draw starting on **Monday 21 June**.

The finals for both tournaments will take place on **Saturday 26 June** – singles and doubles will feature in each.

## WHERE IS THE VIKING INTERNATIONAL EASTBOURNE 2021 BEING HELD?

Devonshire Park Lawn Tennis Club will once again host the long-running event – which was first staged in 1974.

Past champions on the women's side include **Chris Evert, Virginia Wade, Martina Navratilova** (who has won the event 11 times), **Lindsay Davenport, Kim Clijsters, Justine Henin, Caroline Wozniacki** and **Marion Bartoli** – among others.

On the men's side, previous winners include the likes of **Andy Roddick, Feliciano Lopez** and **Novak Djokovic**.

## WHICH PLAYERS ARE COMPETING IN THE VIKING INTERNATIONAL EASTBOURNE 2021?

Six of the world's top ten players will headline an exciting women's field.

World No.4 **Aryna Sabalenka** from Belarus leads the field and will be hoping to recapture the form that took her all the way to the final in 2018.

Joining her will be three Grand Slam champions, 2019 Australian Open winner **Sofia Kenin**, currently ranked No.5 and making her debut in Eastbourne. 2019 US Open champion Bianca Andreescu from Canada, who sits at No.7 in the rankings, and 2020 French Open champion **Iga Swiatek** from Poland, World No.9, join the field.

Ukrainian **Elina Svitolina** at No.6 and defending champion Czech **Karolina Pliskova** at No.10 make up a strong showing from the top ten.

The excitement doesn't end there as home fans will have local star **Johanna Konta** to cheer on. The British No.1 has enjoyed plenty of success at Devonshire Park making runs to the semi-finals in both 2015 and 2016 and will be happy to be heading back to the south coast.

Teen sensation 17 year-old **Coco Gauff** who made waves at Wimbledon in 2019 when she defeated Venus Williams en route to the round of 16 as a 15 year-old will also make her debut at the Viking International Eastbourne.

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# GET CLOSER TO THE WTA

# FREE TICKETS

## FOR KEY WORKERS

### AT OUR EVENTS THIS SUMMER



**This summer we're offering free tickets to key workers for our summer major events – in recognition of their ongoing contribution to tackling the COVID-19 pandemic.**

More than 1,000 tickets will be made available across our four major summer grass court events, all of which were canceled last year due to the pandemic.

Our events will operate at approximately 25% capacity this year – a number that is subject to UK government and Public Health England guidance to ensure sporting events are socially distanced and safe for anyone attending.

Tickets are being offered to key workers local to each event venue from the NHS, local police force and fire service, local transport workers and other local authority workers.

The number of tickets made available varies depending on the seating capacity of each venue, with for example 50 tickets available per day at Cinch Championships at The Queen's Club and 30 per day at the Eastbourne International.

Scott Lloyd, LTA Chief Executive, said:

**“We are delighted to be able to make these tickets available to key workers to thank them for their incredible efforts over the past 14 months. Everyone at the LTA is very grateful for the sacrifices they have made in what has been an exceptionally difficult time for the whole country and we sincerely hope that they will enjoy our events. Sport isn't the same without spectators and, even though our events this year will operate with reduced capacity crowds, I can't wait to see supporters back in the stands – with key workers among them.”**

Chris Pollard, LTA Digital & Events Director, said:

**“Our events have always been rooted in their local communities and we're pleased to be able to recognise the efforts of our incredible key workers with this offer to enjoy free world class tennis at their local venues this summer. Even though they will look different, we are looking forward to bringing our events back this summer and it will be a great pleasure to welcome so many of those who continue to lead our fight against the pandemic.”**



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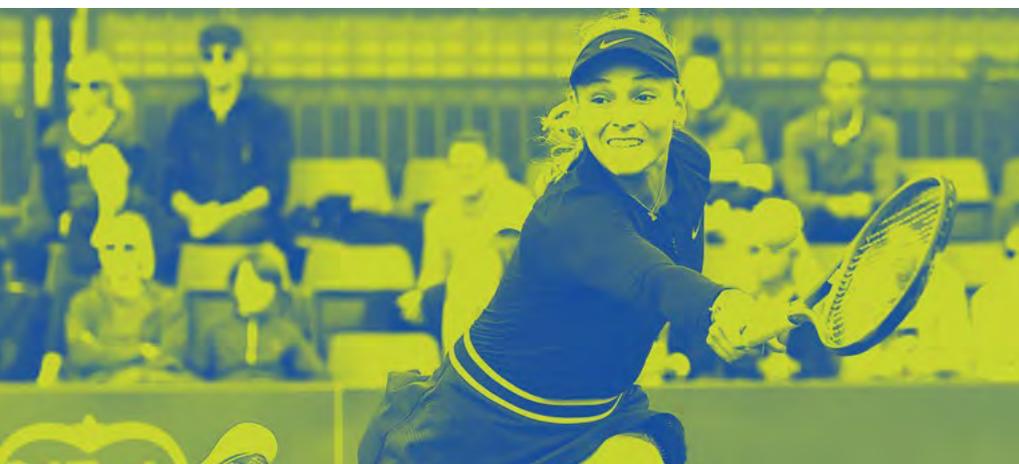
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# EASTBOURNE



## EVENT GUIDE

For all the latest information to ensure you have a great day at the Viking International Eastbourne

[PLEASE CLICK HERE](#)

## 2019 REVIEW



**Taylor Fritz claimed his maiden ATP Tour title at Eastbourne in 2019 by defeating compatriot Sam Querrey 6-3, 6-4 in 61 minutes on the south coast of England.**

It's almost fitting the 21-year-old did it at this ATP 250 tournament, as it was where he made his ATP Tour debut in 2015 when it was held in Nottingham.

**"It's so amazing. I almost can't even believe it. I'm still trying to take it in,"** Fritz said.

**"I've wanted to win a Tour title ever since I made the final of one when I was 18. It feels like I've just been waiting so long. I'm so happy."**

In what was only the American's second ATP final, Fritz didn't show any nerves as he broke his more experienced opponent to love in his first return game of the match, and he never looked back.

It was an especially strong start considering Querrey had only lost serve twice all week entering the final.

The veteran had a chance to set a solid tone in the second set when he took a 40-0 lead on his serve. But a number of forehand errors allowed Fritz to turn the game around and earn his second break of the match, taking a commanding lead.



## TRIUMPH IN EASTBOURNE

In the end Fritz stormed to victory, closing out his win with an ace down the T, throwing both arms up in celebration.

**"It was incredibly tough. I had to play my absolute best today to win,"** Fritz said.

**"This is Sam's first tournament back in a long time, so a big congratulations to him for going all the way to the final after being injured and being out. He's going to be extremely dangerous at Wimbledon, as he always is."**

Also in 2019, World No.3 Karolina Pliskova outclassed Wimbledon champion Angelique Kerber 6-1, 6-4 to win her second Eastbourne title in style.

Pliskova, from the Czech Republic, put in a superb display as she sealed victory over the German in 71 minutes.

She broke fourth seed Kerber's serve three times to take the first set and once on her way to winning the second.

The 27-year-old did not lose a set during the whole tournament in Eastbourne.



## THE ULTIMATE TENNIS HOLIDAY EXPERIENCE IN SOUTH-EAST SPAIN



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# THE WORLD TENNIS NUMBER

EVERYTHING YOU NEED TO KNOW



**The LTA is introducing the ITF World Tennis Number this year, which is going to change the way tennis is played in Britain.**

What is it? Well, it's a new rating system for all tennis players across the world. It will make it easier for everyone who plays tennis in Britain to organise and play against evenly-matched opponents.

Whether you're playing at Wimbledon (we can dream), or just meeting a friend to play matches at your local court (much more likely), everyone's welcome – and everyone will have their own Number.

In short, the ITF World Tennis Number has:

- **A universal rating system that ranges from 40 (recreational players) to 1 (pro players)**
- **Separate ratings for singles and doubles players – a world first**
- **A sophisticated algorithm that produces a real-time rating**
- **An algorithm that counts sets and matches played, which means the more you compete, the more accurate your rating will be**
- **A personalised digital 'Game zONe' feature, which will help players identify opponents with a similar rating online**

We are trying to make it as simple as possible for tennis players in Britain to organise and play more matches.

And we know how hard it can be to find someone of a similar level to play against. That's why we're adopting the ITF World Tennis Number – to make life easier for all tennis players.

The good news is you won't have to wait long – we're bringing in the ITF World Tennis Number in 2021. Britain will be one of the first countries in the world to adopt it (exciting times ahead!)

If you're an Advantage member, who wants to play or compete at any level, you'll be able to get your own ITF World Tennis Number for free.

The new rating system will cover everyone over the age of 10, and having an ITF World Tennis Number will be required for acceptance into certain competitions (this'll be made clear when you enter).

To find out more about the ITF World Tennis Number visit [www.worldtennisnumber.com](http://www.worldtennisnumber.com)



# 10 THINGS YOU (PROBABLY) DIDN'T KNOW ABOUT PADEL



Loved by famous sporting figures and played across the globe, find out more about one of the world's fastest-growing sports.

## 1 PADEL WAS INVENTED IN MEXICO IN THE 1960S

Although a similar sport was played on British cruise ships and in Washington and New York in the 1910s – a game appropriately named platform tennis – it was in 1969 when padel, as it is played today, was created. Mexican businessman **Enrique Corcuera set up the first-ever padel court** at his holiday home in Acapulco – and the rest is history.

## 2 PADEL IS PLAYED IN DOUBLES

Padel courts are designed for four players and **are roughly 25% smaller than the size of a tennis court**. The speed of the game, combined with the smaller size of a padel court, makes singles play difficult, and most padel matches feature two pairs of players.

Some padel courts are designed especially for singles, but around **90% of all padel courts in the world are doubles specific**. At a professional level only doubles is played on the World Padel Tour, the leading competition for elite players.



### 3 PADEL RULES ARE SIMILAR TO TENNIS – BUT YOU SERVE UNDERARM

In padel scoring is the same as tennis – but there are many differences between the sports. A padel court has walls, so shots can be played off them, like in squash.

Also, unlike tennis, when a ball is served it must bounce once on the floor then hit from below, or at, waist height. When serving, players have two attempts to hit into an opponent's box.

Like tennis, a set is won when a team wins six games and there is at least two games difference – failing that the set is decided by a tie-break. Matches are best of three sets.

### 4 LIONEL MESSI HAS A PADEL COURT IN HIS GARDEN

Arguably the world's best footballer, Lionel Messi, is known to be a huge fan of padel. The sport – which is **played by around two million people in his native Argentina** – is popular with many footballers, with the likes of Zlatan Ibrahimovic, Gerard Pique and Francesco Totti also known to be regular players.

Messi is such a fan that he has a court at his home in Barcelona, Spain, and has been seen playing there against former team mate Luis Suarez.

### 5 IT'S THE SECOND-MOST-POPULAR SPORT IN SPAIN

Not only is padel wildly popular in Argentina, but its most commonly played in Spain. **The European country has more than 20,000 padel courts**, with an estimated four million active players. Behind football, it's the country's second-most-popular sport.

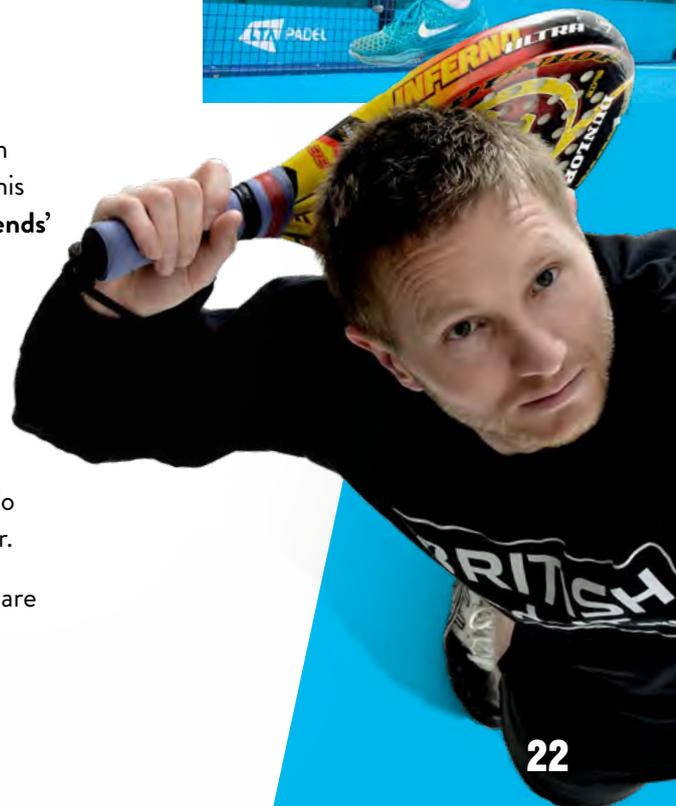
### 6 JAMIE MURRAY HAS PLAYED IN A PROFESSIONAL PADEL TOURNAMENT

Another well-known padel advocate is seven-time Grand Slam champion Jamie Murray. The former doubles World No.1 tennis player has described padel as **'a social sport I play with my friends'** and even took part in a British Padel Tour event in 2015.

### 7 PADEL BALLS ARE SMALLER THAN TENNIS BALLS

On first glance padel and tennis balls are almost identical – but there's a big difference. Padel balls have less pressure so do not bounce as much as tennis balls, and they're slightly smaller.

**Padel is also played with 'bats' instead of 'rackets'.** Padel bats are stringless and are shorter than tennis rackets.



## 8 LIVERPOOL MANAGER JURGEN KLOPP PLAYS PADEL WITH HIS COACHES

In an interview with the [Daily Mirror](#) it was revealed that football manager Jurgen Klopp is a regular on the padel court – and he uses the game as a place to discuss ideas with his coaches. His assistant manager, Pep Lijnders, said:

**“The game has been a nice distraction from our daily routine. And yet, sometimes we come up with the best ideas to solve issues during these games.**

**“We sit down on a bench in between two sets and we discuss solutions for football problems. In fact, we do that a lot. When you are constantly playing matches or doing top-level training sessions every day, there is no time to wind down.**

**“So these games are the perfect moments to relax.”**



## 9 THERE ARE MORE THAN 6,000 PADEL PLAYERS IN THE UK

As of November 2020 there are around 6,000 active padel players across the UK. **There are also currently 97 padel courts in Britain** – a number that is set to grow substantially over the coming years.



## 10 PADEL IS NOT AN OLYMPIC SPORT (YET)

While padel is not an Olympic sport there have been many calls for it to become one, as it continues to grow worldwide.

**Currently padel is played in 57 countries across the world** – in order to qualify as an Olympic sport, the sport must be played in at least 75 countries.

**As it continues to go global, let's watch this space padel fans!**



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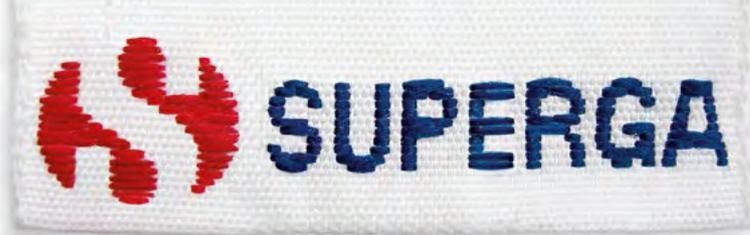
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PEOPLE'S SHOES OF ITALY



# WHAT ARE LOCAL TENNIS LEAGUES?

Recently moved to a new area and want to make some new friends? Or maybe you're looking for a different challenge?

Either way, a Local Tennis League could be for you – here's everything you need to know about the UK-wide recreational tennis competition.



**LOCAL TENNIS  
LEAGUES**

## SO, WHAT IS IT?

Simply put, Local Tennis Leagues are tennis competitions held on public courts for anyone over the age of 18.

First set up in 2005 in Highbury, London, there are now more than 8,000 people competing in more than 140 Leagues across Britain.

## HOW DOES IT WORK?

In each Local League, players are divided into groups of 6 to 8 players – who are all of a similar standard. Groups are open to both men and women, who will face one another in singles matches. Doubles and women-only leagues are available in some areas, too.

Each player attempts to complete a match against everyone else in their group over an eight-week period, or 'Round', as it's known.

A point is awarded for each set won, and the player with the most points at the end of the Round wins the group. It's as easy as that!

- Two bonus points and a free tube of tennis balls are awarded to players who complete three matches before the 'mid-point' of a Round (get those matches in early, we reckon).
- Group winners are also awarded a £20 voucher to spend in the [Local Tennis League online shop](#) – happy days!

## IS THERE A LEAGUE NEAR ME?

Most likely. There are more than 140 Local Tennis Leagues across Britain – from Exeter to Inverness.

## I HAVEN'T REALLY PLAYED TENNIS, DO I NEED TO HAVE LESSONS FIRST?

Not. At. All. Local Tennis Leagues aren't only for experienced players – every League has players of varying standards, so there's a place for you.

Whether you're there to push yourself, or just burn off enough calories for the post-match drinks, you'll find people with the same goals as you.

## HOW DO I SIGN UP?

You can join by visiting [www.localtennisleagues.com](http://www.localtennisleagues.com) and creating your own profile by filling out a [questionnaire](#) about your tennis experience – we can then match you to other players.

Once you have a profile, you can sign-up and pay for your upcoming Round, for £18.



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