

AO

UNITED  
CUPADELAIDE  
INTERNATIONALBRISBANE  
INTERNATIONAL  
powered by  
evieCANBERRA  
INTERNATIONALHOBART  
INTERNATIONAL

# AUSTRALIAN SUMMER OF TENNIS 2025 Fact Sheet

## ECONOMIC BENEFITS



# \$623M+



total expenditure stimulus generated by the Australian Open and Summer of Tennis. This represents all money spent in each region attributable to the events including attendee expenditure and the event organiser expenditure to host the events.

## UNITED CUP



# 136M

social impressions.



# 2M

social engagements.



# 55.8M

social video views.



# 96M

hours viewed globally.



# 1st

United Cup broadcast live in China.



# 90%

of fans are likely to attend future events.

## BY THE NUMBERS



The big numbers across the Adelaide, Brisbane and Hobart events in 2025.



# 55.8M

social impressions.



# 42.6M

social video views.



# 14.8M

Domestic hours viewed.

## ATTENDANCE



# 1.5M+

people attended events across the Australian Open and Summer of Tennis.



Brisbane International  
**106,216**

United Cup in Perth & Sydney

# 147,647

Adelaide International  
**50,780**

Canberra International  
**15,950**

Hobart International  
**15,400**

