KIM CLIJSTERS ACADEMY
Bree, Belgium | International High Performance Academy | 18 Courts

UTR IMPACT

- New Opportunities to Get Prospective Members in the Door
- 80-90% New Member Conversion
- Provides Clear Pathways for Player Development

Academy Benefits

New Source of Revenue
UTR events bring new players from other clubs and countries into KCA that otherwise would not have visited.

Prospects Can "Try Before They Buy"
UTR Events let players experience the benefits of the academy through UTR Events, which results in high conversion to full time memberships.

Identifies Pathways for Players
Provides real measurement of skill level to organize player pathways.

Saves Time & Promotes Flexibility
User-friendly software makes it easy to quickly create all types of events, from matchplay to weekly tournaments to charity events.

Player Benefits

Access US College Opportunities
Access to UTR events allow players to positively impact their UTR and to increase their profile with US college tennis programs.

Set Realistic Goals
Ability to objectively track improvement, set realistic goals & identify player pathways.

Expand Tennis Network
UTR Match Play events give players the opportunity to play opponents outside of the KCA circle & beyond their age bracket.

Better Playing Experience
Level-based play via UTR provides a better experience for players because it is focused on skill rather than age, gender or national ranking.

“The UTR has turned out to be an unexpected sales tool. UTR Events are bringing new players to the club and we are converting them into members.”

“Now, I can come out here to work on my UTR and play with different people.”
UTR’s software is so user friendly. The team is easy to work with and is just a call away if we ever have any questions.

Yasemin Ozsoy  
Kim Clijsters Academy

Real Stories: 16 Year Old German Player
Goal: Play tennis at DI/DII US College.

Obstacle: German National tournaments have no weight towards UTR, limiting her chances for US College.

Opportunity: Player visited KCA during a UTR Tournament, and observed the courts, facilities and overall environment. KCA provided explanation of programs, coaching style, pathways & opportunities to build UTR.

Result: Player joined KCA high performance program. Now competes & practices 4x/week.

UTR provides a healthy environment that allows players to play regardless of national ranking or score.

Yasemin Ozsoy  
Kim Clijsters Academy

Real Stories: 9 Year Old UK Player
Goal: Play older players at her level to improve her game.

Obstacle: Stuck playing only within her age group, which was not comparable to her level.

Opportunity: UTR Events allow her an opportunity to play with 12 and 14 year olds of a similar level.

Result: Player can play with new players of all ages at her level to improve her game and add value to her rating and experience.

Every week I can play and work to increase my UTR. I don’t have the opportunity to do this at home.