



INTERNATIONAL CASE STUDY:

INNOVATIVE WAYS OF PROMOTING SQUASH



OVERVIEW

For the past few years, the talk in the squash industry has been very similar – decreasing membership numbers, increasing expenses and compliance costs and a growing casualisation of the game. This has led to increased discussions and as a result a number of new innovations to promote the game and make squash more accessible to a wider range of people have been used.

This international case study highlights some of the more successful initiatives that are currently being used internationally to help reach more people and show what is possible for squash in New Zealand.

CHALLENGES

Profile

Squash is perceived to be a sport that caters to a small demographic of the community. With population growths predicted and ethnic diversity increasing, how can squash be portrayed to appeal to a wide ranging demographic of people?

Visibility

Squash courts are often hidden away in buildings which have historically been locked during the day. Unless you are a member or know someone, most people don't see what is inside.

Consumption

The conventional way of consuming squash was organising a match with someone and going to the court to play. People nowadays want instant feedback and to be engaged for hours through technology.

SOLUTIONS

Pop-Up Courts: [CLICK HERE](#)

Major shopping centres attract a wide-ranging demographic of people. Empty retail spaces have been transformed into temporary street squash courts in the UK (2013) and most recently Australia (2016). This gives shoppers the opportunity to participate in squash activities for free in a fun non-competitive environment.

Outdoor Courts: [CLICK HERE](#)

A project to install an all glass squash court with no roof and a basketball court-like floor and drainage system is close to being complete in a New York City park. Several already exist on cruise ships.

Virtual Courts: [CLICK HERE](#)

The latest technology projects visual content onto a cinema sized screen which synchronises with sound and squash activities to provide a whole-new 'interactive squash' experience.

RESULTS



000's

Of people have given it a go out of curiosity.



Exposure to the wider community and education on where the nearest club is.



Uses the latest technology to appeal to a whole new audience of players.

CONCLUSION

Worldwide, squash organisations are trying to attract new people to the game and open the doors to a greater audience. Developing the game of squash and making it accessible to as many people as possible are the biggest challenges the sport faces.

Although squash remains relatively inaccessible, the above unique initiatives to take the sport of squash to the masses help show that squash is an extremely healthy, fun sport that is growing in popularity.

While most clubs have been unable to judge the success of people taking up squash club memberships, the latest innovations, including the popular Interactive Squash concept, have all shown promising signs in attracting those aged 20 and younger to the sport.