

ABN AMRO OPEN 2025

A GRAND SLAM IMPACT ON ROTTERDAM

ABN AMRO Open 2025 made history. Not just in tennis, but in impact. From record-breaking attendance and millions in local spending and powerful social initiatives, the tournament served Rotterdam a winning return.

HISTORIC LEGACY



52nd edition of the tournament



24/29

24 OF THE 29 FORMER WORLD'S #1 HAVE PLAYED IN ROTTERDAM AHoy

VISITORS RECORD

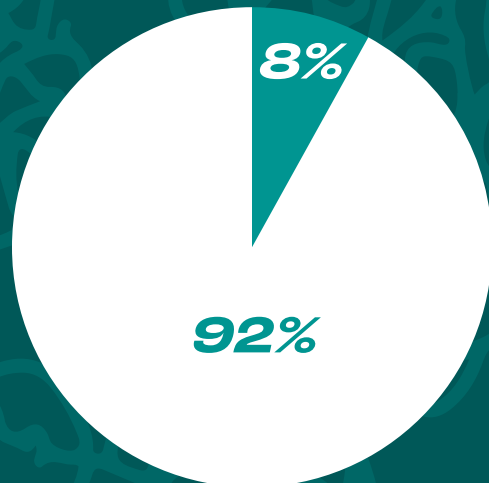
141,894 TOTAL VISITORS

81,437 REGULAR VISITORS

60,457 BUSINESS VISITORS



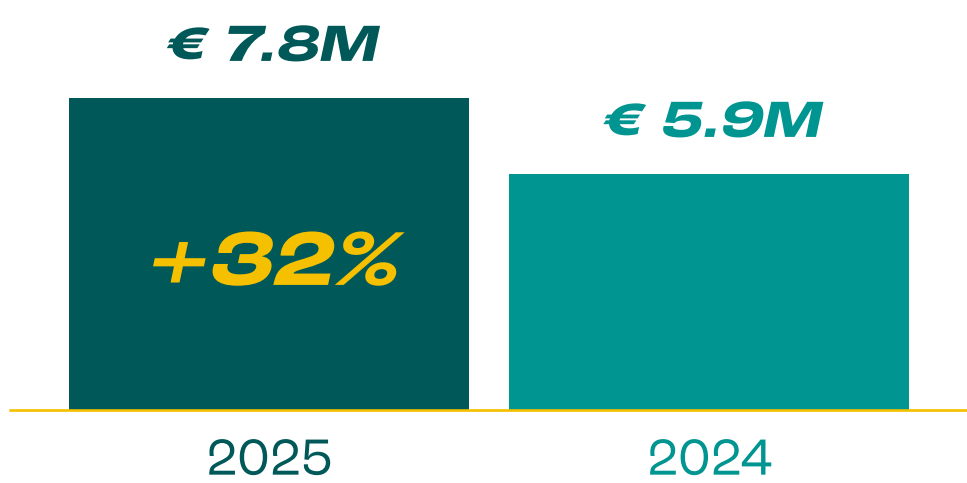
92% from the Netherlands
8% international



8% from Rotterdam
92% from outside the city

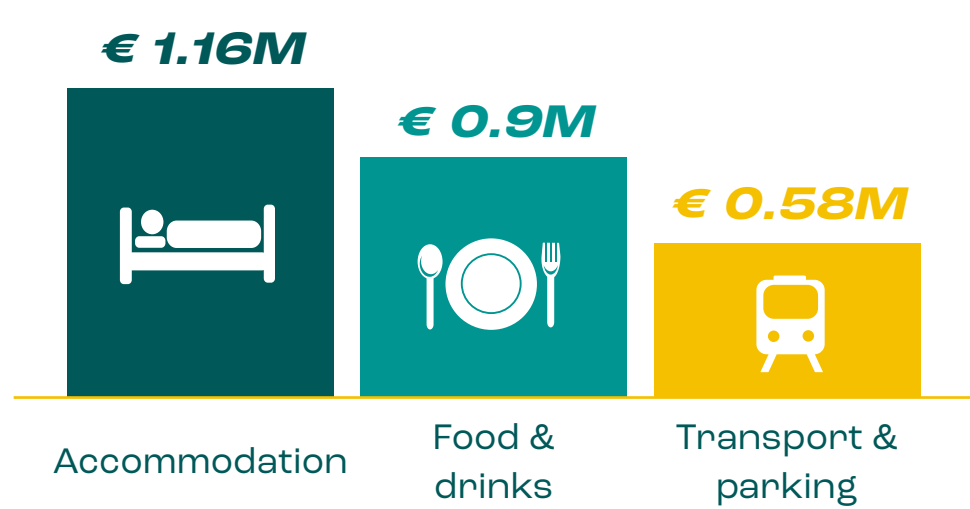


ECONOMIC IMPACT



€7.8 million in additional city spending

Top 3 spend categories:



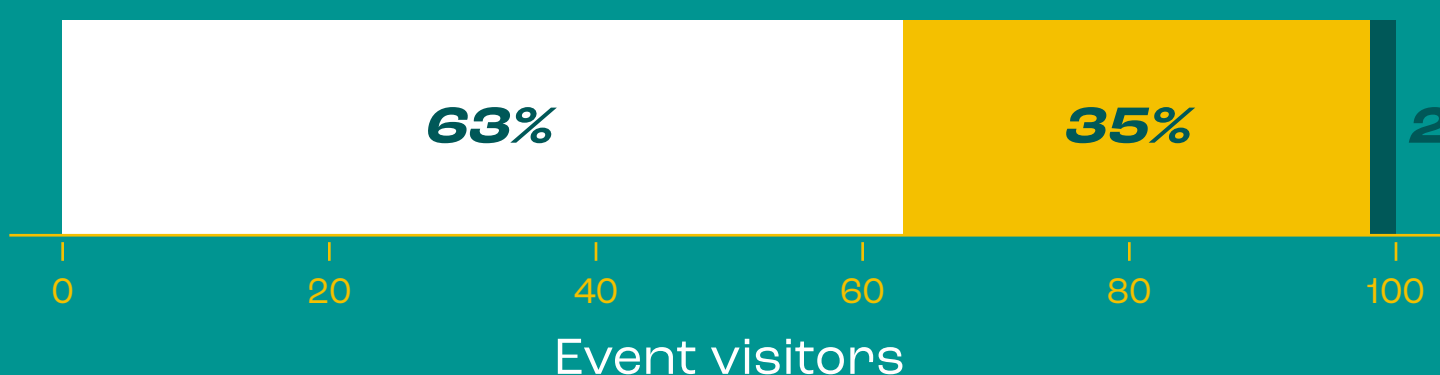
14,211 total overnight stays by Dutch and international visitors

SATISFACTION & EXPERIENCE

Net Promoter Score: 61

Would you recommend the event to family, friends or colleagues?

Overall rating: 8.6

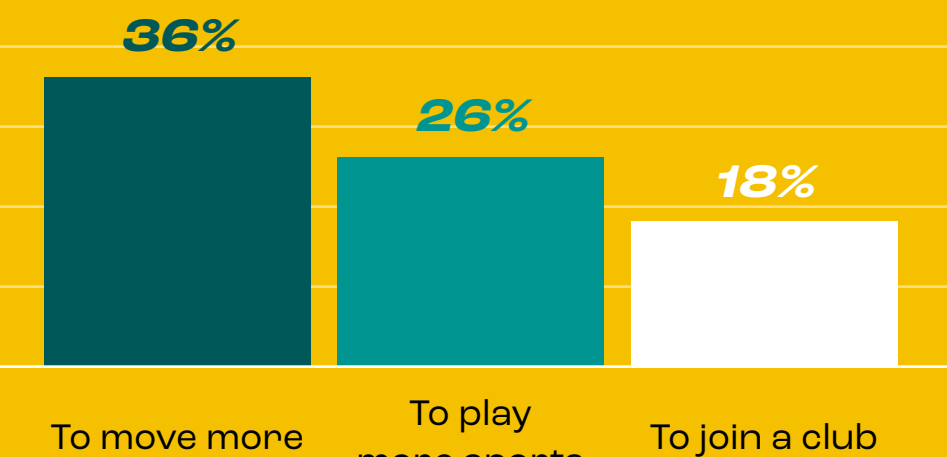


TOP-RATED ASPECTS:

Location 9.0, Atmosphere 8.9, Accessibility 8.7, Decor & Set-up 8.6, Child-friendliness 8.5

SOCIAL IMPACT

The tournament motivated to:



22%

were inspired by the ITF Wheelchair tournaments

Inclusive engagement:

160+ tennis clinics given during the tournament

200 elderly people invited to participate

600 disadvantaged children from the surrounding area via the ABN AMRO Foundation

200 children with a disability joined via Esther Vergeen Foundation

Pickleball court for public activation



ROTTERDAM'S IMAGE

"A welcoming and initiative-driven city that embraces sports talent"

22%

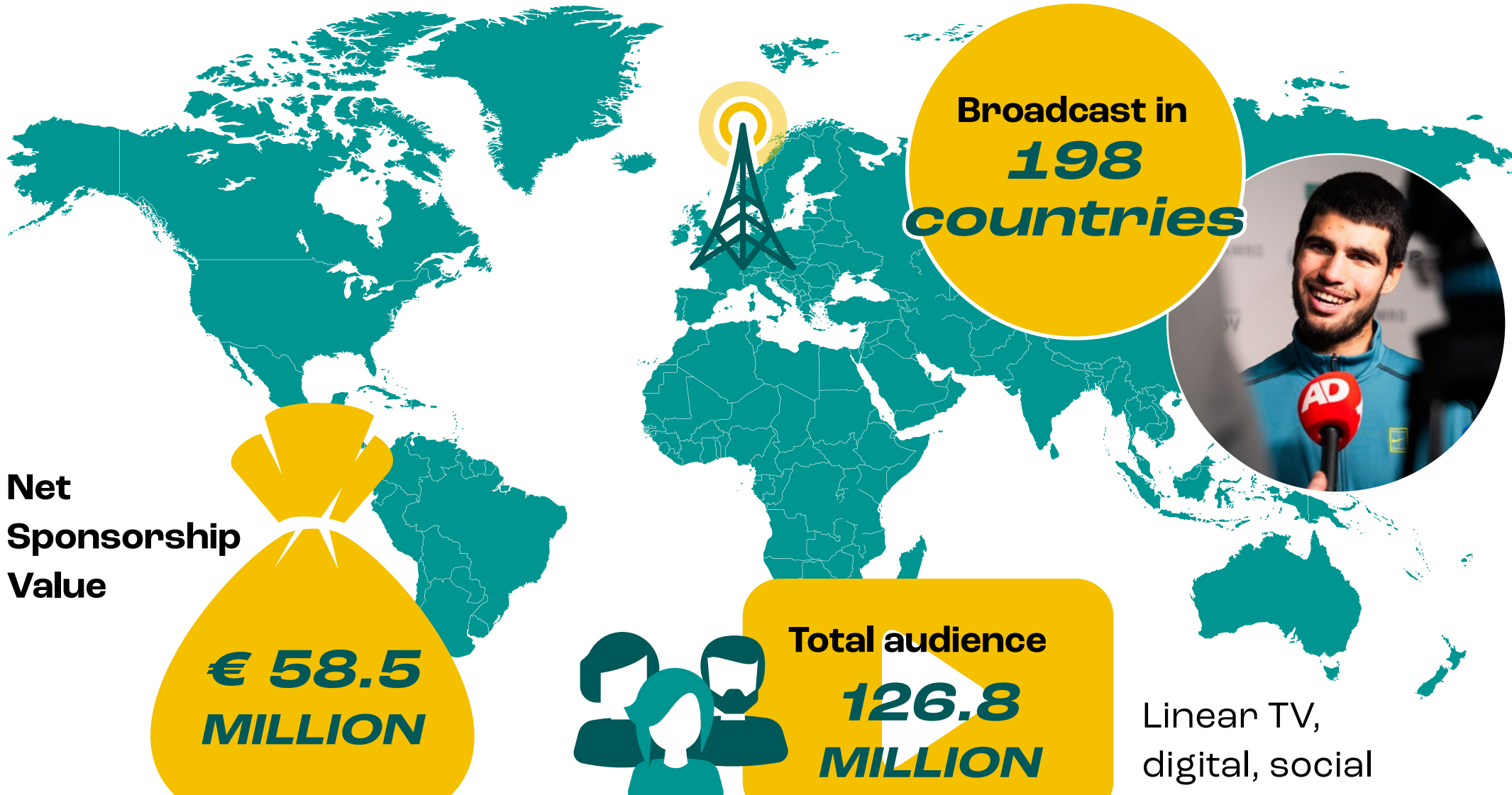
of the visitors attended their first-ever sports event in Rotterdam

25%

plan to return to Rotterdam



GLOBAL REACH & VISIBILITY



SOCIAL STATS

104,900 Total followers

7M

Interactions

277.5M

Impressions

