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CANARY ISLANDS BECOMES OFFICIAL TOURISM DESTINATION OF THE NITTO ATP FINALS IN LONDON



LONDON – The ATP and Canary Islands have agreed to a new partnership that will see the Canary Islands become the Official Tourism Destination of the Nitto ATP Finals in London, the ATP announced on Tuesday.

The partnership will see Canary Islands Tourism become a Gold Partner of the Nitto ATP Finals across the next two editions of the prestigious season-ending tournament at The O2. The agreement includes on-court branding and hospitality.

Chris Kermode, ATP Executive Chairman & President, said: “We’re delighted to have reached this agreement, which sees the Canary Islands become the Official Tourism Destination of the Nitto ATP Finals. As the world’s biggest indoor tennis tournament, the ATP’s season-ending tournament at The O2 offers a truly international reach and global platform to our partners and we look forward to building a successful partnership over the next two years in London.”

For the Canary Islands, sponsorship of the Nitto ATP Finals presents an opportunity to consolidate its international reach, particularly in the UK market. Isaac Castellano, Tourism Minister of the Canary Islands, said: “The Nitto ATP Finals are a perfect fit given the connection with values such as innovation and modernity, as well as an association with world-leading brands in the international market. Linking the Canary Islands with the Nitto ATP Finals will contribute to our international promotion and will complement our current strategy by offering an appropriate stage for the Canary Islands, as European leaders in the tourism sector.”

The ATP’s crown jewel event is to be held through to 2020 at The O2 in London, where it has been staged to wide acclaim since 2009. The event has successfully established itself as one of the major annual sporting events worldwide, broadcast in more than 180 territories with global viewership figures reaching an average of 95 million each year.

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TITLE PARTNER



PLATINUM PARTNERS



About the Nitto ATP Finals

The Nitto ATP Finals is the year-end climax to the men's professional tennis season, featuring only the world's best eight qualified singles players and doubles teams as they battle it out for the last title of the season. Players compete for ATP Rankings points throughout the season in a bid to earn one of the eight coveted berths and a chance to win the biggest indoor tennis tournament in the world. Played using a round-robin format, each player plays three matches as they compete for a berth in the knockout semi-finals and beyond. The prestigious tournament has been contested in major cities around the world with a rich history dating back to the birth of The Masters in 1970 in Tokyo. Since 2000 the event has taken place in cities such as Lisbon, Sydney, and Shanghai. In 2009 the tournament was moved to London, where it will be played through to 2020 before moving to Turin in 2021. For more information, please visit www.NittoATPFinals.com.

TITLE PARTNER

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