

The Open Menorca ATP Challenger 100 officially launched with Álex Corretja

The former Catalan tennis star, alongside the President of the Consell Insular, Adolfo Vilafranca, has kicked off the countdown to the tournament, which will take place at Club Tennis Ciutadella from 30 March to 6 April

Madrid, January 23rd, 2025 - The island is gearing up to host the **Open Menorca ATP Challenger 100** from **30 March to 6 April**. This event will bring some of the top players from the professional tennis circuit to Menorca, competing in both men's singles and doubles categories at **Club Tennis Ciutadella**.

Adolfo Vilafranca, President of the Consell Insular, and former tennis star and now sports commentator **Álex Corretja**, unveiled the tournament on Thursday at FITUR. This initiative is supported by the **Consell Insular de Menorca**, the **Balearic Government**, and the **island's local councils**.

The **Balearic stand at the Madrid Tourism Fair**, Spain's most significant tourism event, was the stage for this special announcement, marking the arrival of the ATP circuit in Menorca. **Biosport Menorca** has brought to the island what Vilafranca described as "the fifth-best tournament in the country by ranking".

The presentation opened with remarks from **Adolfo Vilafranca**, who expressed his delight at Menorca hosting an ATP event. He highlighted the tournament as "a springboard for young tennis talents on their journey to the top". Vilafranca added, "Menorca is an island that has preserved its identity while looking ambitiously to the future, embracing innovation and diversifying activities to attract visitors year-round, including during the off-season".

Álex Corretja followed Vilafranca, praising the combination of an ATP Challenger 100 event with the unique setting of Menorca. The former Davis Cup captain said, "Not only does Menorca benefit from the ATP Challenger Tour, but the ATP also gains by associating its image with Menorca, a destination that's special, high-quality, and exclusive".

According to organisers, ATP Challenger Tour events typically generate an economic impact ranging from €700,000 to €1 million.