Retailers cash-in on Wimbledon

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- **Murray's success prompts 130 per cent increase in searches for tennis discount codes**
- **264 per cent more sports codes available than last year**

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Analysis from leading shopping site VoucherCodes.co.uk reveals an influx of sports-related offers in the run-up to the Wimbledon final – a massive 264 per cent more codes than the same period in 2012 - as retailers prepare for Murray-inspired Brits to hit the high street.

It was a nervous few hours for British tennis fans last night as Andy came back from two sets down to make it to the semi-finals of Wimbledon for the fifth consecutive year. After coming so close to clinching the Men's Singles title in 2012 hopes are high for the Scot to do well in the next few days, especially with so many big names having crashed out in week one, and retailers are expecting this to prompt a reaction in shoppers. VoucherCodes.co.uk has seen a 130 per cent increase in searches for tennis-related codes since the start of Wimbledon, so it seems success in the grand slam so far has encouraged Brits to stock up on tennis gear.

The past 12 months have been big for sports retailers with the Olympics rekindling Brits athletic interests. In the first six months of 2013 there have been 196 per cent more sport codes live than the same period last year; showing merchants really recognise Britain's post-Olympic spirit has continued.

Duncan Jennings, co-founder of VoucherCodes.co.uk comments: "We usually see in increase in traffic in the run-up to the Wimbledon final with shoppers hunting for sports codes. During the grand slam tournament last year searches for tennis-related codes were up by 125 per cent and this figure is set to rise even further this year with the site already seeing a 130 per cent increase in searches for tennis codes. Summer 2012 was an exciting one for British sport with Andy Murray reaching the Wimbledon Final, Bradley Wiggins winning the Tour de France and the London Olympics contributing to people all over Britain getting into sport.

"The fact we have seen a consistent rise in the number of sporting discount codes available over the past 12 months also goes to show retailers have recognised the Olympic spirit has lasted well beyond the closing ceremony; and with hopes high this year could see Andy Murray win the Wimbledon title we expect to see more codes being downloaded over the coming weeks."

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