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**Nexo Dallas Open Delivers Record-Breaking 2026 Tournament,  
Continuing Momentum as Premier ATP Tour Event in the U.S.**

*Top players, sellout crowds, and increased sponsorships set up tournament success*



*2026 Nexo Dallas Open Champion Ben Shelton*

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**FRISCO, Texas (March 3, 2026)** – The **2026 Nexo Dallas Open** delivered another milestone year for professional tennis in North Texas, further solidifying its position as one of the premier ATP Tour events in the United States.

Held at Ford Center at The Star in Frisco, the tournament achieved its largest crowds in event history, welcoming a 10% year-over-year increase in attendance across its nine-day run. Ticket sales grew by 18% compared to 2025, underscoring the tournament's accelerating momentum and rising demand among fans.

The 2026 championship match played to a sellout crowd, and the tournament recorded its highest Kids Weekend attendance in Dallas Open history, highlighting the continued growth of youth and family engagement initiatives.

Premium and hospitality offerings- including the Choctaw Club, Comfort Loge, and upgraded courtside offerings- saw strong demand, reinforcing the tournament's appeal among both fans and corporate partners.

“The energy inside Ford Center this year was extraordinary,” said Tournament Director Peter Lebedevs. “From sold-out sessions to world-class competition, the Nexo Dallas Open reflects the passion North Texas has for tennis and live sports.”

The 2026 singles title was captured by Ben Shelton, who defeated top-seed Taylor Fritz in front of a championship crowd of over 6,000. The tournament featured twelve of the top American players, players from 11 different countries, and expanded its global reach with broadcast distribution in more than 180 countries.

The Nexo Dallas Open expanded its roster of sponsors in 2026, including its first-ever title partner Nexo, and generated significant economic activity for the North Texas region, supporting local hotels, restaurants, and businesses throughout the tournament week.

Building on enhancements for this year’s tournament included an upgraded Fan Zone with daily live music and fan activations, additional premium offerings, a record-setting Kids Weekend inclusive of youth clinics and activities, and special appearances by celebrities including Dirk Nowitzki, Mark Cuban, Jerry Jones, and more.

“The growth we’ve seen year over year speaks volumes,” said Justine Pletnick, VP of Marketing and Revenue Strategy for Nexo Dallas Open. “The Nexo Dallas Open continues to raise the bar and we’re proud of the experience we delivered in 2026 and excited about what’s ahead.”

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### **About The Nexo Dallas Open**

The Nexo Dallas Open is currently an ATP Tour 500 men’s tournament that will play its fifth year in North Texas, its first in Frisco on February 7-15, 2026, at Ford Center at The Star in Frisco. It will be the only ATP Tour indoor championship in the United States, and features men’s top world tennis players in singles and doubles competition. The tournament, previously held as the New York Open, is one of the longest-running American tournaments on the ATP Tour. Its rich history features some of the top names in tennis, including legends John McEnroe, Pete Sampras, Andre Agassi, Andy Roddick, Michael Chang, John Isner, and Andy Murray, and a current generation of stars like Ben Shelton, Taylor Fritz and Tommy Paul.

### **About The ATP**

The ATP’s mission is to serve tennis. As the governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world’s greatest players at prestigious tournaments, and inspire the game’s next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season’s best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit [www.ATPTour.com](http://www.ATPTour.com).

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