



Showcase & Awards 2025

Bath Racecourse

Raceday Award - Easter Sunday Family Fun
Day

Proudly partnered by



Objectives

To Create a new tradition at Bath Racecourse – Racing, family, and community on a national holiday!

In 2025, Bath Racecourse was awarded a new fixture, the first in a three-year series, scheduled on Easter Sunday. As this was a brand-new event, we needed a compelling theme that would attract racegoers and appeal to a wide range of ages and demographics.

Traditionally, Easter Sunday is spent at home with family dinners and Easter egg hunts. Our goal was to shift that tradition by offering families an exciting, shared experience at the races, creating new memories and traditions within the racing community.

Our Objectives:

- Deliver a family-friendly race day
- Increase attendance by **1,000 guests** compared to the nearest equivalent fixture
- Attract **new racegoers** To Bath Racecourse
- **Reconnect** with lapsed customers from previous years
- Offer an **affordable day out for families** on a nationally recognized holiday, desirable for all.



To achieve this, we curated a range of free entertainment tailored for families. Children under 18 entered free of charge, and we introduced significant discounts on hospitality packages to ensure a fun, inclusive, and accessible day for all.

Delivery



How We Brought Our Vision to Life:

To meet our objectives, we introduced a series of initiatives designed to make the day exciting, inclusive, and memorable for all ages:

Entertainment for Children:

We offered a range of free activities for our younger guests, including a fun fair, face painting, bubble fun, and a roaming band to set the festive mood. A highlight of the day was the Easter Bunny Hunt, which not only entertained the children but also guided them through key areas of the racecourse, helping them learn about the sport and the environment of racing in a fun and engaging way. All entertainment was complimentary for racegoers.

Family-Friendly Hospitality:

We developed tailored hospitality packages for families. These included half-price meals for older children and free dining for the youngest guests, making premium experiences more accessible.

Inclusive Food Policy:

To make the event more affordable and welcoming for all, families were encouraged to bring their own picnics, adding flexibility and reducing the cost of the day out.

Community Engagement with Charity:

We partnered with *World Horse Welfare*, who hosted a trade stand and gave engaging talks to families and children about the charity's work, connecting the excitement of race day with meaningful education about equine welfare.

Appreciation for Stable Staff:

In the spirit of Easter, every stable lad and lass was gifted an Easter Egg, ensuring the day was appreciated and enjoyed not just by guests, but by the racing team behind the scenes.

Record-Breaking Prize Money:

To attract owners and trainers and establish this as a must-attend event on the racing calendar, we offered Bath's second highest-ever total prize fund of £50,000 for the *Whitsbury Stud Manor / British EBF Lansdown Stakes (Class 1)*.

Results

Easter Sunday 2025 – A Record-Breaking Success

Our inaugural Easter Sunday fixture proved to be the busiest race day of the season, welcoming over **5,000 racegoers** through the gates.

- All hospitality areas, including the restaurant and private boxes were fully booked.
- A record 300 owners supported the fixture, marking a significant attendance milestone for Owners & Trainers
- We've already received several early hospitality enquiries from guests eager to make Easter Sunday a family tradition.
- In its first year, the fixture exceeded revenue targets by **22%** and attendance targets went from **850 to 5000** from the closest date in the previous year, **88%** of these were new racegoers to this fixture.
- Feedback from racegoers was overwhelmingly positive, with **10%** returning to attend another fixture later in the season.
- **11%** reconnected race goers through targeted marketing, calling local schools and offering them a discounted ticket for all families.

'Just a line to thanks everyone involved in Sunday's event we all thoroughly enjoyed it' - **Hospitality Box Client**

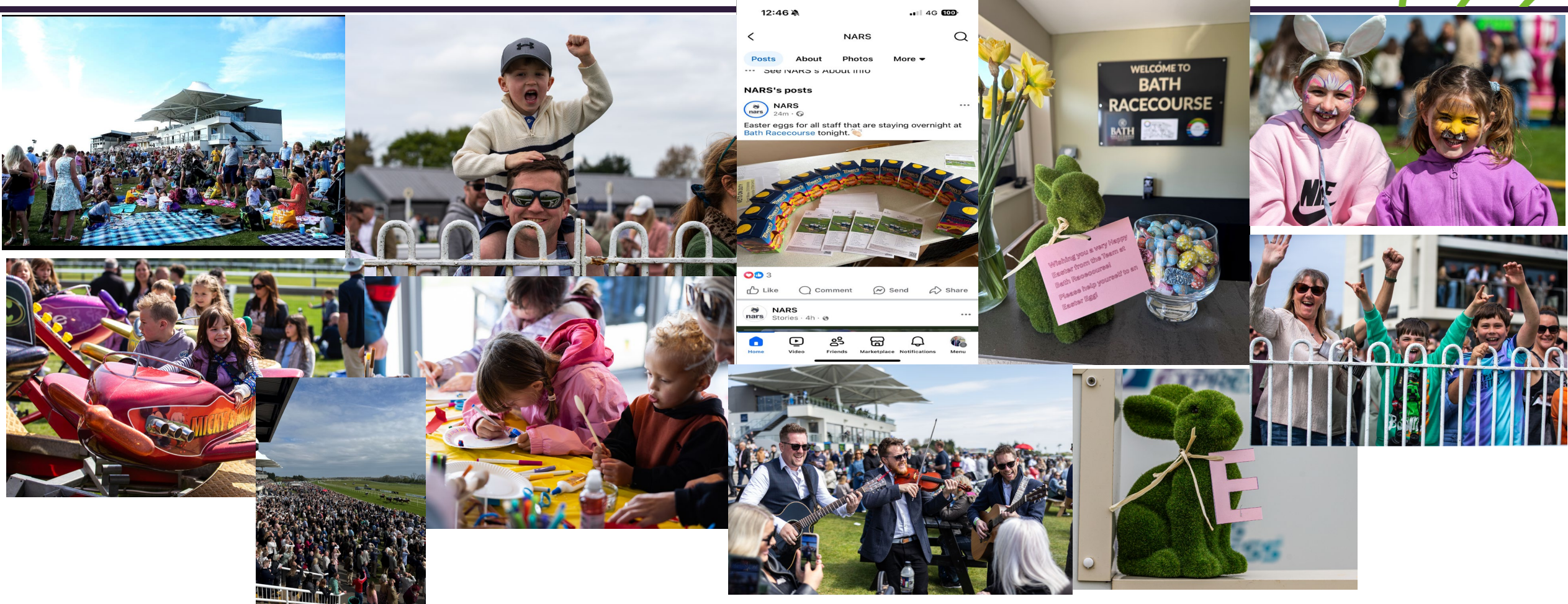
'We had a great Easter Sunday – thank you!' - **Race goer**

Looking Ahead to 2026:

Building on this strong foundation, our goals for next year are:

- Increase attendance by 1000 driving a positive family friendly message.
- Launch the new Family Zone on Easter Sunday, following its success at our May fixture.
- To deepen family engagement and establish racing as a go-to option for memorable, modern family days out.

Supporting Information



'I attended this fixture for hospitality with my family for the first time on Easter Sunday. We had a fantastic day. The atmosphere around the racecourse was warm and welcoming and we all thoroughly enjoyed ourselves. It was amazing to share one of my greatest passions with a new generation of my family. It was a truly special occasion, and we will definitely return'.

Hospitality box client