



Showcase
& Awards
2023

Chester Racecourse

Marketing: Family Day – Social Media
Influencers



Proudly partnered by



RACING POST



Objectives



For Family Day 2023, Chester Racecourse had already partnered with ParentFolk - the acclaimed family publication, community, and event curators – for another exciting collaboration, with the Open Course taking on a Family Festival vibe.

ParentFolk are renowned for creating cool family spaces, completely different to regular family events, designed to appeal to kids, but also created to be enjoyable for their grown-ups. The Open Course was to be transformed into an inviting place space for families, with a 'PlayFest' split into three zones – a PlayZone, MusicZone and MakeZone – where kids play meets 'grand day out at the races'.

Outside of its marketing work with ParentFolk, Chester Racecourse required some creative thinking to achieve cut through with specific family audiences who had not visited the racecourse before, may not necessarily follow in-house social media channels or be reached by outdoor advertising campaigns.

KPIs:

- To build relationships with Instagram influencers who have specific family audiences, increasing our social reach and driving awareness of our Family Day fixture.
- To showcase what a Family Day at Chester Racecourse has to offer, driving attendance pre-event and covering the excitement and all the things to do on the day.
- Increasing attendance on Family Day 2022 and surpassing targeted sales.
- To deliver the best Family Day experience yet, creating long-lasting memories for those in attendance and encouraging repeat visits in future.

Delivery

The marketing team highlighted a cost-effective opportunity to engage with family influencers on Instagram. There were 13 family-focused influencers identified who appealed to our target audience and regularly attended activities and events for children in the North-West.

The team approached the individual influencers with an invite to attend our Family Day fixture and received confirmation that seven wished to attend the event.

Those attending received a special gift pack in the post that related to horse racing.

The packs included:

- Soft toys
- A children's guide to horse racing
- A sticker book
- Horse branded pens
- Chester branded drinks bottles
- A Chester branded photo frame

The influencers who received the gifts had a combined reach of 215k.

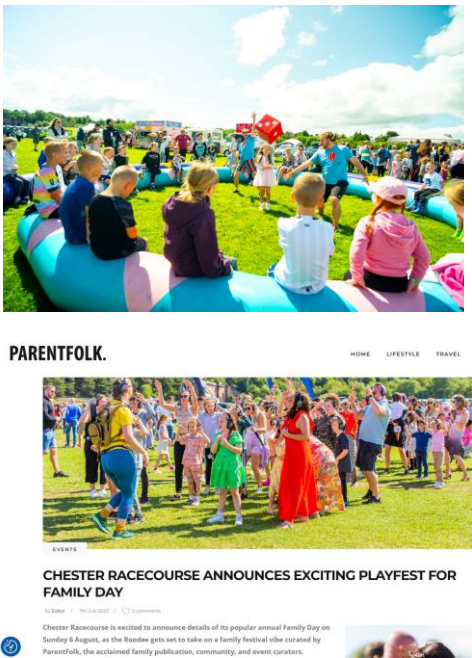
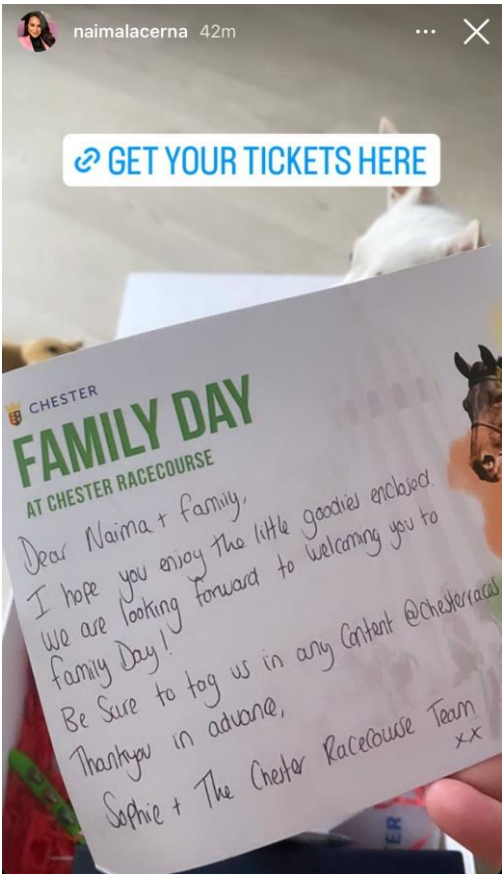


Results

- The gift packs were gratefully received by the influencers due to attend and helped to engage with the children prior to visiting.
- Coverage pre-event of the gift packs, plus advertising of our Family Day fixture, featured on influencer channels to our target audience sitting outside of racing.
- 2023 Family Day attendance was up 21% on the previous year, attracting a crowd of 17,335.
- Of that figure, 5,999 tickets (up 31.1% on 2022) were sold in the Roodee Enclosure, which is Chester's entry-level ticket and provided access to the Open Course where all the children's activities were located.
- 75% of advance lead bookers had booked to attend a Family Day fixture at Chester Racecourse for the first time.
- Of those surveyed, a score of 8.27 was registered in the category of intending to return.
- The influencers in attendance documented the raceday experience and helped to showcase the activities for children to their respective followers. Several influencers also indicated a willingness to link-up again in future and attend other events of interest.



Supporting Information



“A massive thank-you for inviting me and the box of goodies. I work in marketing too and know how much effort goes into these things.”

- Sarah, Girl About Cheshire.

- Jennifer McManus**
Amazing day! The weather made it even better but such a great day and lovely atmosphere
Like Reply Hide 6 w
- Dani Platt**
Really was a great day, so lucky with the weather, lots to do for the children, we loved our day out. Thank you 🍌

- Annemarie Hough**
A fantastic day!! When are tickets released for next years family day? X
Like Reply Hide 6 w
- Sean Cartwright**
Great day. The weather was unexpected.
Like Reply Hide 6 w
- Irene Ryan**
Absolutely fabulous day kids had a ball and all the staff were brilliant so helpfully and great with the little ones well done to all xx

