



Showcase
& Awards
2025

Chester Racecourse – Roman Day
Exceptional Raceday Delivery ($\geq 8,000$)

Proudly partnered by



Objectives



Roman Day was created to celebrate Chester's unique Roman heritage while delivering a memorable raceday experience that appeals to a wide cross-section of audiences. Insight showed that families and younger demographics were looking for more immersive, engaging experiences at the racecourse and something that combined entertainment with education and racing. Chester's Roman identity offered the perfect foundation for a raceday theme that could differentiate us from other venues and deliver an experience that felt distinctly "Chester."

The objectives for Roman Day were:

- **Celebrate local heritage** by creating an authentic Roman theme that connects the racecourse with the wider city brand.
- **Engage families and new racegoers** with interactive activities and entertainment that sit alongside top-quality racing.
- **Deliver an exceptional race day** that seamlessly matches and exceeds the pre-event promise set in marketing communications.
- **Showcase racing as the core product**, supported by our Elevating Racing initiative, ensuring that even first-time racegoers could engage with and enjoy the sport.
- **Encourage return visits** and a reason to return through targeted follow-up campaigns and high satisfaction levels that convert first-time guests into repeat customers.

Roman Day was therefore designed not just as a spectacle, but as a strategic raceday that would grow audiences, strengthen Chester's brand, and provide a benchmark for raceday delivery excellence.

Delivery



Roman Day was delivered through careful planning and a cross-team approach to ensure the day was immersive, operationally smooth, and true to Chester's identity.

Marketing and pre-event communications positioned the raceday as one of Chester's most popular family events. Campaign creative fused Roman imagery with racing visuals and ran across outdoor, social, digital, and PR. Messaging highlighted both the entertainment and the racing, ensuring guest expectations were clear. To build engagement before arrival, guests also received Elevating Racing content, including Frankie Foster's "Top Picks" videos, explaining which horses and jockeys to follow and why Chester's track is unique.

On the day, the racecourse was transformed. Roman re-enactment groups staged parades and mock battles, while interactive workshops let children dress as gladiators or take part in training sessions. Themed food and beverage options added further atmosphere. A Roman Arena was laid out on the Open Course area of the racecourse with performances including Gladiator battles, chariot displays, horse displays and bird of prey displays. These touches created a family-friendly environment that immersed visitors in the theme.

Elevating Racing activations provided clear entry points for new fans: Parade Ring information boards, improved AV, structured countdowns to races, and Chester's racehorse ambassador was on-site for meet and greets. These initiatives helped guests feel closer to the sport.

Operational delivery was seamless. Staffing levels were enhanced to manage crowds, entertainment areas were clearly signposted, and customer service teams ensured smooth entry, quick F&B service, and high-quality hospitality. Together, this delivery ensured that Roman Day struck the right balance: an engaging theme rooted in Chester's heritage, combined with superb racing and operational excellence.

Results



Roman Day was a resounding success, measured by attendance, customer satisfaction, and its impact on future engagement.

Attendance: The event welcomed 18,000 guests, 39% uplift in 2024 attendance.

Guest satisfaction: Post-event surveys showed an overall satisfaction score of 82%, a 4% increase on last year. Families praised the children's workshops as "brilliantly organised," while racing fans highlighted that "the sport still felt central despite all the entertainment."

Operational success: Queue times, staffing, and F&B delivery all met or exceeded KPIs. Feedback noted the event felt "well managed" despite large crowds. The Open Course was also transformed into a Roman area with an amphitheatre, chariot displays, craft activities and even an appearance from Zog the dragon.

Digital reach: Campaign content achieved 973,010 impressions across digital channels, significantly broadening awareness of the event among family audiences.

Return visits: CRM follow-up campaigns converted 22% of first-time Roman Day attendees into bookings for future fixtures, confirming the race day's effectiveness in audience development.

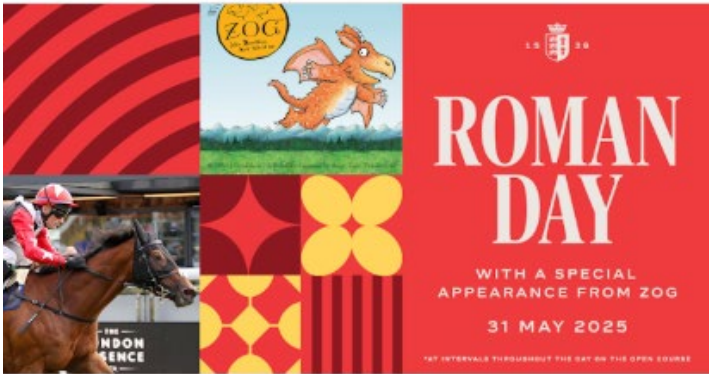
Overall, Roman Day delivered against all strategic objectives. It celebrated Chester's heritage, engaged families, enhanced racing's visibility, and created memorable experiences that have encouraged return visits. This raceday encapsulates what Chester Racecourse does best: operational excellence, creative theming, and racing at the heart of everything.

Supporting Information

Family fun as Chester Racecourse hosts 'Roman Day' | Chester and District Standard

Family fun as Chester Racecourse hosts 'Roman Day' | The Leader





ROMAN DAY
WITH A SPECIAL APPEARANCE FROM ZOG
31 MAY 2025
147 INTERVALS THROUGHOUT THE DAY ON THE OPEN COURSE

ONE WEEK TO GO!
Roman Day, Saturday 31st May

Looking for the perfect family day out to round up your half-term? In just one week's time, you can experience a fun-filled adventure at our Roman Day!

And in case you missed it, we'll be joined by our special VIP Guest. The keenest (and clumsiest!) dragon, Zog!

Plus activities galore...

- Roman Stunt Shows
- Birds of Prey
- Archery, Bootcamp Challenges & Bungee Run
- Inflatables, Pop-Up Play Village & Camp Curiosity
- Music Workshops from AmaSing
- And so much more!

All activities **FREE** with your ticket and kids 17 and under go **FREE!**

Whether your little ones are Zog's number one fan, love exploring history, or just enjoy having fun outdoors, Roman Day is packed with excitement for all ages.

Book your family's spot now!

Book Now



KIDS GO FREE
AT CHESTER RACECOURSE