



Showcase
& Awards
2025

The 90s Friday Night at the Races

Exceptional Raceday Delivery ($\leq 7,999$)

Musselburgh Racecourse: "Not just a raceday – a retro revolution"



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Objectives

Positioned on the Friday preceding our annually sold-out Ladies Day, Friday Night at the Races had previously lacked a distinct identity. However, it presented strong potential to engage a highly specific, cost-conscious demographic primarily a local, after-work audience. Market research confirmed the event attracted a predominantly regional crowd, aged 30+, with a balanced gender mix & a strong sensitivity to price. A small focus group was conducted to explore thematic direction, & findings indicated that a 90s themed approach would effectively resonate with the target audience, providing a clear & appealing identity for the event. This demographic not only has strong nostalgia for the 90s but also represents a prime target for growing our raceday audience. It also provided a different targeted demographic to our Ladies Day raceday the following week.

Our insight was clear: a well-executed theme could act as a cultural connector, lowering the perceived barrier to attending a racing event for first-timers. Our "90 Friday Night at the Races" was created as a vibrant, nostalgic celebration of the 1990s & 00s, two decades that resonate across generations. We also wanted to keep the theme simple & clear without incurring increased operational spend.

The objective of 90s Friday Night at the Races was to increase footfall & revenue YOY by repositioning the event to attract a broader, more diverse audience. A 90s-themed concept, tailored to a local, cost-conscious demographic, was introduced to lower barriers for first-time attendees & present racing as an accessible, social experience. This strategy aimed to blend horse racing with pop culture to reshape perceptions, engage new audiences, and broaden the sport's long-term appeal.

KPI's:

Increase raceday appeal & awareness:

- **Attendance:**
 - Increase by 40% (+£17,600) since the theme was introduced.
 - Increase first-time racegoers by 20%.
 - Develop engaging moments that open the door to racing and create a FOMO for our 2026 event.
- **Social reach:**
 - Increase the reach YOY by 75%.
- **F&B Revenue:**
 - Increase spend per head on food and drink increased by 15%.
- **Raceday Experience:**
 - Achieve an NPS score of 70 or above, increase by 17%.
 - Deliver improved experience on limited additional spend to keep the ticket price as low as possible.

Delivery



Pre-Event Marketing & Customer Expectations: our campaign focused heavily on 90s nostalgia & the promise of an unforgettable night of entertainment & racing. Messaging across [social media](#), email, radio, & local press leaned into 90s imagery, [music references](#), & a bold visual identity. We partnered with influencers and local personalities to extend our reach without alienating our core audience. The campaign promised a feel-good, party-style atmosphere & the event delivered. By tapping into 90s nostalgia, we engaged both millennials & older generations, broadening our audience & deepening emotional connection. The theme provided a cohesive, commercially appealing foundation for the entire raceday experience. Our raceday design was low cost and featured Lucinda Russell's horse.

Raceday Activation we delivered a multi-dimensional 90s-themed experience from the moment gates opened, using simple yet creative touches to create a vibrant atmosphere without exceeding budget. This cost-effective approach allowed us to focus on high-impact elements that elevated the guest experience while ensuring commercial viability. Themed entertainment blended the excitement of live racing with nostalgic fun. Bespoke briefings focused on guest interaction with staff dressing in 90s-inspired attire i.e. bucket hats, setting an upbeat & inclusive tone. To maximise atmosphere & encourage longer dwell time, we introduced DJ-led entertainment after the fourth race, building energy throughout the evening & making the transition from racing to party seamless. Hospitality areas featured themed menus, [cocktails](#), & décor aligned with the raceday branding. A 90s fashion competition added a fun, interactive layer that boosted engagement & memorability, helping to position the event as a standout social occasion & immersive experience. A standout addition was [Belfast Brunch](#), a fresh take on raceday entertainment providing high-energy, immersive experience that generated strong social media appeal. Our roaming DJ took a dynamic, interactive approach getting into the crowd and driving spontaneous, [karaoke-style entertainment](#) that created a fun, inclusive atmosphere. To further elevate the experience & encourage social sharing, guests were given pink microphones & handheld fans, while a live caricature artist added a playful, personalised touch with a constant social queue. Dancers dressed in disco ball-inspired outfits brought an extra layer of visual flair, fully embracing the 90s theme & adding to the high-energy environment. For a true sense of the atmosphere we created, we invite you to watch [all our event highlights](#).

Post raceday: to encourage return visits, new attendees were offered exclusive follow-up promotions via email. Post-event

Results

The strategic theming of the raceday delivered not just a race night but, an authentic & fully immersive experience that exceeded expectations, delighted new & returning racegoers, & set a benchmark for themed race nights moving forward.

- **Attendance: +79% (+1,951)** since the 90s theme was introduced, achieving the targeted age group split: 35-44 (22%); 45-54 (22%); 55-64 (33%) for the theme.
- **Admission** income has grown by **116% (+£52k)**, making it one of our fastest growing fixtures ever.
- **On-site public spend per head: +27% (now £23.74ph)**, with strong bar & vendor performance.
- Operational spend was kept level, elevating the raceday through costs effective measures.
- Early priority sales for 2026 show a notable uplift, with nearly **x9** times the conversion YOY, indicating success in building longevity & loyalty.
- Our survey respondents rated:
 - **27%** of ticket sales were first time attendees, an increase of **62%** prior to the theme.
 - **83%** said our after-racing party as very good or excellent.
 - **90%** said the raceday atmosphere was very good or excellent.
 - Customers voted **9 out of 10** for value for money.
 - Rated **9 out of 10** for their overall experience to Musselburgh Races.
 - Lots of qualitative comments about coming next year (see supporting page).
 - Net promoter score was **76**, considered world-class and exceptional. This is an increase of 27% prior to the theme roll-out.
- The social reach of the raceday increased by **+496%** YOY.

“Had an amazing 1st experience at Musselburgh’s races. It was everything people had told me about & more. Loved the friendly atmosphere & the after-party music. Would definitely recommend to anyone who hasn’t experienced it yet. What are you waiting for? You won’t be disappointed. The tickets were originally bought as a birthday gift but the recipients couldn’t get off work, so I ended up going with my husband & friends.”

Supporting Information

Customer feedback highlights:

- “Absolutely fantastic day out with friends & Belfast Brunch co were amazing! We will definitely be back!”
- “Great day out. 90s night turned it into a party event as well as a racing event - best of both worlds. Food and drink options were brilliant.”
- “Had an amazing day overall at the 90’s theme races. Will definitely be back”
- “great day out whole experience very uplifting”
- “Another absolutely outstanding 90’s night, I was with family & friends & everyone had a fantastic time, the after party & general atmosphere was outstanding, we didn’t want it to end, well done to all the team!”
- “I come to race meeting often with family & friends but this is the second time I have attended the 90’s night & can honestly say it’s brilliant. The Belfast Brunch guys were amazing. They really had the crowd going with a brilliant atmosphere”
- “Couldn’t give any feedback as my experience was perfect, extremely satisfied & enjoyable day out/ night out.”
- “Was a good themed day, music was good all day in between races.”
- “Had great day at 90s race day first time. It was great day out worth every penny definitely return next year”
- “Loved my 1st visit to Musselburgh races & cant wait to return!”
- “Had an amazing 1st experience at Musselburgh’s races. It was everything people had told me about & more. Loved the friendly atmosphere & the after-party music. Would definitely recommend to anyone who hasn’t experienced it yet. What are you waiting for? You won’t be disappointed.”

