



# Newbury Racecourse

The Raceday Award

Al Shaqab Lockinge with Ladies Day  
Saturday 18<sup>th</sup> May 2024



Showcase  
& Awards  
2024

Proudly partnered by



Racing  
Together

**RACING POST**



# Objectives

## Ambition

To design and deliver a raceday proposition on Al Shaqab Lockinge Day which **gains traction with new audiences, renews interest locally, grows paid general admission attendance and enhances racegoer experience** - while leveraging partnerships and a collaborative approach.

## Context & Why Lockinge?

Al Shaqab Lockinge Day is Newbury Racecourse's premier flat fixture and the raceday marks the start of a busy summer schedule and provides an opportunity for the Racecourse to engage audiences with a summer-led narrative.

Ahead of 2024 the raceday was in a position of relative strength - paid general admission attendance increased 3% in 2023. Doubling-down focus on a better-performing raceday – like Al Shaqab Lockinge Day – looks to make 'the big, bigger' and offers opportunities to grow racedays around and at the shoulders of Lockinge Day.

The raceday has a strong 'Ladies Day' positioning but there was scope to enhance this to better cut through into non-racing audiences. 2024's Al Shaqab Lockinge is Newbury's first raceday with increased presence from the Hong Kong Jockey Club's World Pool, offering the opportunity to diversify raceday experience.

## Objectives

When placing increased focus on Al Shaqab Lockinge Day the primary objectives were to:

- Increase paid general admission attendance by 8%
- Improve raceday experience scores by 0.2 & Net Promoter Score by +10

This paid general admission growth would be fueled by:

- Increasing number of new racegoers attending for the first time by 10%
- Increasing year-on-year retention rate by 5%
- Pulling average purchase date forward by 10%

While delivering a raceday which:

- Increases the proportion of attendees from local area by 5%
- Appeals to younger audiences – increases number of U18 tickets redeemed by 50%
- Introduces a point of difference to diversify experience and engage new audiences
- Enhances secondary spend opportunities – increases raceday food and drink spend by 10%
- Enables the creation of new partnerships & expansion of existing partnerships
- Encourages return visit & repeat purchase

To best deliver a memorable raceday experience for 2024's Al Shaqab Lockinge with Ladies Day a **cross-departmental working** group was established to shape & inform decision-making.

Feedback from 2023's Lockinge raceday was consulted to ensure any experiential shortcomings were addressed and to allow for any areas of strength to be doubled-down on.

The **increased presence from the Hong Kong Jockey Club's** (HKJC) World Pool at 2024's raceday provided the platform to diversify the raceday experience while still delivering an authentic Ladies Day activation. Liaison with HKJC and **weekly calls with mutual partners** followed and these calls helped define what this diversification would look like.

To sit alongside the Ladies Day activation – and to mark the World Pool's roots in Hong Kong – the Racecourse would deliver a '**Hong Kong Garden**' which would **celebrate the very best of Hong Kong culture**.

**High impact theming** was arranged for the Hong Kong Garden – and delivered to provide maximum exposure in high footfall areas – while being located adjacent to more traditional raceday activation so as to create a consolidated activation/entertainment area.

**Increased Ladies Day activation** was delivered courtesy of expanded partnerships – particularly in the Racecourse's immediate catchment area – including with Newbury's premier shopping destination, Parkway Shopping.

**Additional family-friendly entertainment** was delivered to better engage younger audiences while – and based on 2023 feedback – **additional food & drink outlets** were installed on-site to broaden the range of catering available.

**Closer collaboration with the Tote** saw a promotional team attend the raceday offering complimentary themed gifts to racegoers. **Closer working with Great Western Railway** looked to make the Racecourse as accessible as possible and offer racegoers a sustainable travel choice.

**Increased marketing activity** supported the raceday and was delivered when propensity to purchase was highest – and when the most opportunity existed for **cross-fertilisation of other racedays** with a particular focus on the Racecourse's local heartland. **Bespoke creative** was used for the different audiences targeted.

**A wrap-up meeting** was held following the raceday to de-brief, consult raceday feedback and begin planning for 2025.

# Results

The outcomes from 2024's Al Shaqab Lockinge have been pleasing.

## Paid General Admission Attendance

- 10.4% increase in paid general admission attendance in 2024 vs 2023

## Raceday Experience

- Overall Raceday Experience Score increased to 8.9/10 in 2024 (from 8.6 in 2023)
- Racegoers' NPS increased to +67 in 2024 (from +50 in 2023)

## Retention Rate

- Year-on-year retention rate increased 4% in 2024

## New Attendees

- The number of new attendees to the Al Shaqab Lockinge with Ladies Day was up 9% on 2023

## Data Capture

- 1,409 data records were captured via Wi-Fi on the raceday

## Purchase Date

- Paid general admission tickets were purchased 16% earlier on average in 2024 than in 2023
- Average ticket purchased 44.62 days in advance in 2024 vs 38.55 days in advance in 2023

## Local Heartland

- 44% of paid general admission purchasers resided within 20 miles of the Racecourse (up from 39% in 2023)

## Young Racegoers

- 57% more U18 tickets redeemed in 2024 than in 2023
- 273 U18 tickets in 2024 vs 174 in 2023

## Secondary Spend

- Raceday spend on food & drink increased by 11% in 2024
- This compares favourably with a 6.7% increase for all other 2024 racedays

## Repeat Visit & Advocacy

- 12% of May's Lockinge attendees have purchased tickets for another raceday between June and December 2024

## Cross-Fertilisation

- Paid general admission attendance for the two racedays either side of the Lockinge increased by 25% from 2023

Next steps – To build on 2024's success, all attendees will be granted priority access to the lowest-priced Lockinge tickets for 2025 ahead of the general sale starting with 2025 raceday delivery planning underway following the wrap-up meeting.<sup>4</sup>



# Supporting Information

## Racing Creative



## Bespoke Hong Kong Creative



## PARTNERS

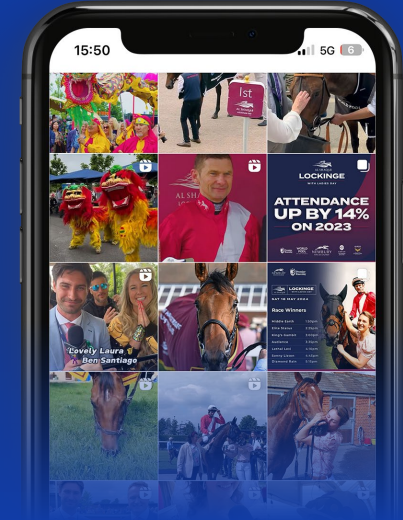


“The Hong Kong-themed entertainment that Newbury Racecourse put on for this year’s Al Shaqab Lockinge was a fun initiative to attract a wider audience to the races and it was great to see so many racegoers enjoy the offering on the day.”

Michael Fitzsimons, Executive Director,  
Wagering Products of the HKJC

“It was fantastic to see Newbury deliver such an impressive raceday for 2024’s Al Shaqab Lockinge. Co-operation is at the heart of the World Pool and our partnership with Newbury and the HKJC.”

Alex Frost, Chief Executive  
of the UK Tote Group



[Click Here For Raceday Image Gallery](#)

## Racegoer Feedback

“It was good atmosphere, loved the diverse activities showcased for the day.”

“Fantastic family day with outstanding entertainment.”

[Click Here For Lockinge Round Up Video](#)

[Click Here For Information On Raceday Activation](#)

[Click Here For Bespoke Hong Kong Activation Video](#)