



Showcase
& Awards
2025

Newbury Racecourse | Exceptional Raceday Delivery (8,000+)

The Coral Gold Cup

Newbury's most comprehensive raceday activity & entertainment ever – powered by partnerships & collaboration

Proudly partnered by



Objectives

Why Focus On Coral Gold Cup?

The Coral Gold Cup is Newbury's flagship jumps meeting but one for which attendance has been in decline (2023's attendance was 34% down on 2019) and for which the recent raceday experience scores have been static.

The Coral Gold Cup is delivered in collaboration with long-standing partner Entain and there would be significant value in re-energising the raceday.

Ambition

The aim was to utilise the most varied range of raceday activity and entertainment in the raceday's history to drive overall raceday experience.

This varied range of activity and entertainment would be partner-powered with collaboration and partnership working at the heart of the raceday delivery.

The programme of activity designed to deliver an exceptional raceday was geared to re-engage a declining audience and would be used as a hook to drive attendance with a view to increased attendance leading to improved atmosphere given the relatively linear relationship between the two; with atmosphere being a key contributor to overall experience.

The raceday would be arranged and delivered to maximise opportunities to grow secondary spend while the breadth of the raceday offering was hoped to gain traction amongst younger audiences with the early confirmation and announcement of raceday entertainment and activation intended to drive earlier purchase.

The most varied range of activity and entertainment in the raceday's history would be delivered courtesy of a host of new and improved partnerships and used as a way of better engaging attendance and buy-in from Newbury Members.

The Coral Gold Cup takes place in late November/early December each year and the exhaustive raceday delivery – and subsequent hoped improved attendance and experience outcomes – would be used as a springboard to drive continued growth.

Quantitative Objectives

- Overall raceday experience score increased by 0.3
- Overall raceday net promoter score increased by +10
- Raceday atmosphere up by 0.3
- Raceday attendance up by 10%, young racegoer attendance up by 50%, average purchase date pulled forward by 15%
- Raceday secondary spend up by 15%

Delivery

The delivery of 2024's Coral Gold Cup was underpinned by:

- Use of historic insight & racegoer feedback to design the programme of activity and entertainment
- Closer working with Coral and the management of a joint-venture budget to allow for economies of scale and better ROI
- Collaboration with more industry partners than ever before
- A cross-departmental working group to realise the ambitious plans

Plans were then brought to life on raceday across different areas:

Pre-event

- Complementary pre-raceday events were hosted (Coral Gold Cup Gallops Morning and Coral Gold Cup Preview Evening) so as to extend the narrative and build engagement ahead of raceday

Warmth of welcome

- Racegoers were met with a smile upon arrival with additional welcoming staff deployed

More racing-related activity & entertainment than ever (All free)

- Trips to the jump – opportunity to watch horses up close at jumps
- Behind the scenes tours – peek behind the curtain at the Racecourse
- Retired racehorse – meet a retired racehorse courtesy of partnership with Greatwood Charity
- Retraining of Racehorses parade – parade of former racing stars courtesy of partnership with RoR
- Punters' panel – get tips from expert tipsters

- Jockeys' signings – meet leading jockeys for autographs courtesy of partnership with Professional Jockeys' Association

Wide range of partner-powered non-racing activity (All free)

- Funfair – take a trip on The Coral Gold Cup Ferris Wheel
- Live Music – live music courtesy of roaming bands
- Coral's Darts Experience – partner-led interactive darts game
- 2024 Olympic Equestrian Team – members of the team on-site for a trophy presentation

Food & beverage (A key contributor to overall experience)

- New food & beverage offerings were available including a Guinness Zone and complimentary Red Bull sampling alongside a wide range of food concessions

Extending the raceday (All free)

- The Coral Gold Cup marquee hosted a post-racing afterparty for those keen to extend the day's celebrations
- The Coral Gold Cup Sale was hosted in the pre-parade ring after racing with thoroughbreds up for auction courtesy of a partnership with Goffs – offering a unique spectacle for racegoers

A big goodbye

- Racecourse staff joined stewarding and safety teams to say goodbye and wish racegoers a safe journey home

Results

Newbury were delighted with the outcomes of partner-powered delivery:

Raceday experience scores reached a record high:

- Coral Gold Cup's raceday experience score increased to its highest level on record – 8.8 (up from 8.5 in 2023)
- Raceday net promoter score increased to +66 (up from +53 in 2023)

Record experience was fuelled by improved satisfaction metrics:

- Atmosphere increased to 8.7 (up from 8.5 in 2023)
- Warmth of welcome increased to 8.5 (up from 8.4 in 2023)
- Access increased to 8.4 (up from 8.3 in 2023)
- Speed of queues increased to 7.5 (up from 7.2 in 2023)
- Pre-event communications increased to 8.6 (up from 8.3 in 2023)

Experience increases correlated with increased attendance:

- Overall attendance increased 12% year-on year – the first year-on-year increase for the Coral Gold Cup since COVID
- Attendance among young racegoers (U18s) increased 85% year-on-year
- Member attendance increased by 51% year-on-year

Attendees spent disproportionately more during the raceday:

Secondary spend increased by 23% year-on-year

And attendees purchased tickets earlier than ever before:

Average ticket purchase lead time for 2024's Coral Gold Cup was brought forward by 28% year-on-year

Social engagement & media traction increased significantly:

2024 Coral Gold Cup-related social engagement outperformed the 2024 average by 31%

And was 118% up on the equivalent social engagement in 2023
Press & media buy-in was significantly up year-on-year with the PJA-partnered activity gaining particularly strong traction

The experience resonated with attendees & they came back:

20% more 2024 Coral Gold Cup attendees returned for 2024's Coral Challow Hurdle (a raceday hosted a month later) than did so in 2023

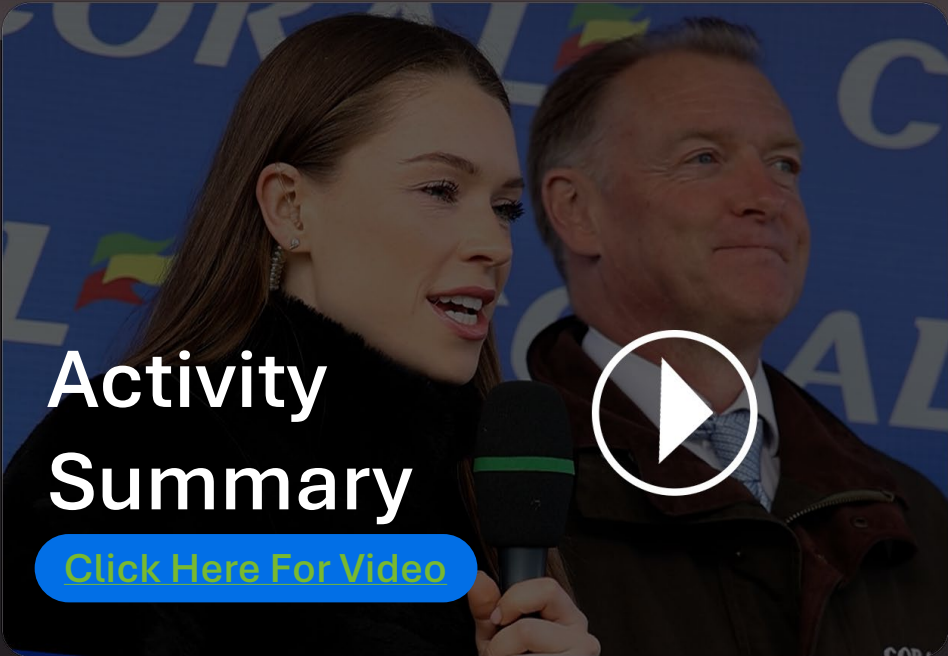
And attendees have wasted little time in purchasing tickets for this year:

Ticket sales for 2025's Coral Gold Cup are 17% up year-to-date vs 2024's Coral Gold Cup

In summary:

Newbury's partner-powered Coral Gold Cup delivered a record racegoer experience, to a significantly increased crowd, who spent more on raceday, came back sooner and have secured their spot for 2025 earlier than ever before.

Supporting Information



Activity Summary

[Click Here For Video](#)

newbury in 'strong position' for coral gold cup fixture as ticket sales expected to surpass last year



12:03

newburyracecourse

CORAL GOLD CUP

ATTENDANCE UP BY 12% ON 2023

97 Likes by emilypaine and others

newburyracecourse ATTENDANCE INCREASE

Today's @coralofficial Gold Cup attracted a... more

30 November 2024



"We were delighted to assist Newbury in delivering enhanced fan engagement at the Coral Gold Cup – bringing jockeys closer to the fans. The activation we collaborated with the Racecourse on was just a part of a broad suite of initiatives and entertainment, all of which combined to create a fun and accessible environment."

 Professional Jockeys Association



"We were extremely grateful to Newbury Racecourse for hosting our parade of former racehorses at the Coral Gold Cup. Our popular parade – which drew racegoers young and old to the parade ring - was just one of a number of activations and entertainment available and it was fantastic to be involved in such a feel good raceday."

 Retraining of Racehorses

16:19

Reels Friends

Top fan Chris Redman
Brilliant to see these old warriors again. Soft spot for Paisley and Native River. Looking forward to it.

Jane Harfield
Great to see there is life after racing! What a wonderful sight!

Sandra Radziejewski
Great to see these horses in their new life

Lilly Neal
So lovely to see them all still so happy and fit and loving their new found careers!!

Tara Clare Ardis
By showing them it represents them all. Showing how great the thoroughbred is and what it can do besides race. My horse was an ex race horse. Best horse in the world.

newburyracecourse and retraining_of_racehorses
Coldplay · Paradise

Return of the greats

Liked by emilypaine and 438 others



"The Coral Gold Cup provided a brilliant stage to host our Goffs Coral Gold Cup Sale, and we were pleased to be able to add a different dimension to the raceday, which drew an impressive crowd."

 Goffs UK



"Our charity enjoys a wonderful partnership with Newbury and our collaborative work was especially pertinent during 2024's Coral Gold Cup when countless racegoers interacted with our former racehorse Mahlervous. For many, this was their first experience of being up close and personal with a racehorse and proved an extremely memorable experience."

 Greatwood



"Newbury's Coral Gold Cup is one of our highlight partnerships and seeing the fans' response to the incredible range of entertainment and activity on offer – as well as the increased attendance – was testament to the hard work and collaboration of the Coral and Newbury teams. We look forward to building on the success during 2025's Coral Gold Cup."

 Coral



spoole1983 38 w
Excellent day!!

mrg_eats 38 w
You could tell, was a great 2 days racing really enjoyed it

Top fan Ross Goulding
Fantastic weekend. Great work, everyone.

Helen Cunningham
Came both days. Brilliant racing

Luke Brady
One of my best race courses and always have a wonderful day out...enjoy!

