



Showcase
& Awards
2023



RIPON RACES
Yorkshire's Garden Racecourse

MARKETING BACK TO BASICS

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RACING POST



Objectives



Summer Saturdays are of huge importance to Yorkshire's Garden Racecourse.

Attendance on three Saturdays in April, July and August can account for as much as 34% of total season attendance (2017), with large group bookings and coach parties always a key factor in strong attendance numbers for Saturday fixtures.

In the aftermath of Covid the number of group bookings and coach parties dropped significantly. Regular customers prior to the pandemic had lapsed, due to not being able to run their usual trips in 2020 or for the most part of 2021, with many wary of mixing and travelling with others.

It was clear that action was required to restore our Saturdays to their former glory, to win back our customers and re-establish group trips to Ripon as a fixture in calendars across the north of England.

We set about doing so with the following ambitious objectives:

1. Increase the number of advanced group bookings (11+ people) by 10% for 2023 Saturday meetings.
2. Increase total advanced bookings for 2023 Saturdays by 10%. Driving customers to book early gives resilience to adverse weather conditions.
3. Boost overall attendance for each 2023 Saturday meeting by 5%.
4. Improve data collection; facilitate collecting marketable data from additional members of groups, not solely the person making the booking.



Delivery

1. Purchased contact data for all pubs and clubs within an 80 mile radius of Ripon. £1648.20 gave us a contact name and address for 8,195 pubs and clubs for a 12 month period, meaning we would be able to repeat the campaign at no further cost for data if successful.
2. We sent a direct mailer to each of the pubs and clubs in January, allowing maximum time for organisation, with a pack containing:
 - A 2023 Fixture Calendar.
 - A 2023 Fixture Leaflet.
 - A sign-up sheet.
 - A letter highlighting reduced entry prices for advanced Paddock Enclosure bookings of 11+ people with a free ticket for the organiser and an additional 5% off promo code applicable to all enclosures. This would enable us to re-market to anybody who used the code later in the year to incentivise return visits for 2024 at a special discounted rate.
 - Each letter also contained a QR code linking directly to our website for ease of use.

Cost of campaign including materials, fulfilment and postage was £5090.00 (62p per individual mailer) with our trusted partners Platinum Print.

3. When each order is made e-tickets are sent directly to the e-mail address given by the person who made the booking. Working with our ticketing partners, Future Ticketing, we introduced our new Digital Ticketing app. This enables the lead-booker to share the order with their group through the app, thus giving each individual member access to their ticket. To do so they download the app, inputting their e-mail address and with the customers consent this can then be added to our e-marketing database.

RIPON RACES
Yorkshire's Garden Racecourse

2023

Racing at Ripon

Date	Event
Thursday 20th April	SEASON OPENER
Saturday 29th April	SPRING FAMILY DAY
Friday 12th May	EVENING RACING
Sunday 21st May	TRADITIONAL FAMILY DAY
Thursday 1st June	AFTERNOON RACING
Wednesday 7th June	EVENING RACING
Wednesday 21st June	SUMMER STYLE EVENING
Thursday 22nd June	LADIES' DAY
Monday 10th July	EVENING RACING
Saturday 22nd July	GO RACING IN YORKSHIRE FESTIVAL
Monday 7th August	SUMMER FAMILY DAY
Tuesday 8th August	EVENING RACING
Saturday 19th August	WILLIAM HILL GREAT ST WILFRID
Monday 28th August	BANK HOLIDAY FAMILY DAY
Tuesday 29th August	AFTERNOON RACING
Tuesday 5th September	EVENING RACING
Saturday 30th September	SEASON FINALE

	Feature Race Days	Standard Race Days	Evening Race Days
Club	£27.00	£23.50	£18.50
Paddock Enclosure	£17.50	£15.50	£12.50
Paddock 11+ People	£16.50	£14.50	£11.50
Paddock Concessions	£13.50	£11.50	£10.50
Course	£8.00	£7.00	£7.00
Car to Course (incl max 4 adults)	£25.00	£20.00	£20.00

To book your great day out go to www.ripin-races.co.uk or call 01765 530530

Regular updates can be found on our website

Results



Number of 11+ People Bookings				
	2022		2023	
April Sat	400		522	23.37%
July Sat	2332		2591	9.99%
August Sat	1534		1788	14.21%
Total	4266		4901	12.96%

Strong growth in number of group bookings (11+). 635 total rise on 2022 at average price of £16.50 gives a revenue increase of £10,477.50. Add raceday per-head return to racecourse of £4.46 results in total increase of £13,309.60 year-on-year in this area.

Number of Advanced Bookings				
	2022		2023	
April Sat	2407		2676	8.68%
July Sat	5888		6886	14.49%
August Sat	5639		5993	5.40%
Total	13934		15505	10.13%

An overall increase of 1571 at average price £16.50 produces revenue increase of £25,921.50 (£32,928.16 year-on-year inc. £4.46 average per-head spend return to racecourse). July 2023 Saturday returned by far our strongest ever advanced booking figures.

Total Attendance Saturdays 22/23				
	2022		2023	
April Sat	4259		4958	14.10%
July Sat	9150		8751	4.40%
August Sat	8567		9253	7.40%
Total	21976		22962	4.30%

Pleasing growth in overall Saturday attendance. Unfortunately, weather conditions on the July Saturday seriously dented walk-up sales. This was most frustrating but did serve to highlight the importance of pre-sales figures as insurance against conditions.

Summary of Results: Exceeded 10% target on larger group bookings (11+). Direct mailer highly effective with discount code applied to 58% of bookings for 11+ people. Advanced bookings for the July Saturday comfortably exceeded pre-sales for 2022 and returned our best pre-sales figure ever. Club Enclosure and hospitality sold out well in advance for all three days. Unfortunately, inclement weather on the July Saturday prevented us hitting our ambitious Total Attendance target, with on-the-day sales comprising just 21% of total attendance vs 36% in 2022 (46%/35% for the April & August Saturdays respectively). Frustrating but really highlights the importance of those strong pre-sales, had they remained at 2022 level we would have seen a 15.2% attendance drop, putting that 4.4% into context. We also received an additional 617 marketable e-mail addresses through digital ticketing app across the season⁴.

Supporting Information



INVOICE

Invoice Address:

Jonathan Mullin

Invoice Date: 19/01/2023

Invoice No: 137234

Account Number: 00002479

Customer Contact: Jonathan Mullin

Job No.	PO No.	Description	Quantity	Amount	Tax Rate
16786	Jonathan Mullins	1pp A4 generic letter : Pubs and clubs mailing	8,195	£546.00	0.0%
16786	Jonathan Mullins	1pp A4 generic Calendar sheet : Pubs and clubs mailing	8,195	£600.00	0.0%
16786	Jonathan Mullins	1pp A4 Sign up form : Pubs and clubs mailing	8,195	£684.00	0.0%
16786	Jonathan Mullins	6pp 210 x 99 insert : Pubs and clubs mailing	8,195	£10.00	0.0%
16786	Jonathan Mullins	Fulfilment : Pubs and clubs mailing	8,195	£1,022.00	20.0%
16786	Jonathan Mullins	Postage : Pubs and clubs mailing C5+	8,195	£2,228.00	20.0%

VAT Code	VAT Rate	VAT Value
T0	0.00%	£0.00
T1	20.00%	£2,405.00

Net Invoice	£5,090.00
VAT	£650.00
Invoice Total	£5,740.00

VAT No. GB481 8996 82

From: Bryan Turner <bryangordonturner@outlook.com>

Sent: Sunday, April 30, 2023 10:40 AM

To: Jonathan Mullin <jonathan.mullin@ripon-races.co.uk>

Subject: Ripon on Saturday

You don't often get email from bryangordonturner@outlook.com. [Learn why this is important](#)

Hi Ripon Races,

We had a great day back at the races yesterday. The club used to go do racing trips all the time but we stopped organising them. We'd never done Ripon before but your letter and sign up made organising easy so we gave it a go. Glad we did and we'll be back next year.

Thanks
Gordon



“The Ripon Digital ticketing app enables racecourses to tackle the traditional issue of group tickets and ticket sharing. This uncovers sponsorship opportunities and partnership potential for racecourses. Likewise for the group of attendees travelling together, it removes the requirement of customers printing 50 pages of tickets or one phone scanning 50 tickets”. Ann Marie Guinan, Future Ticketing.