



Newmarket Racecourses The Marketing Award Summer Saturdays 2025

Showcase & Awards 2025

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Objectives



As the Home of Horseracing, Newmarket often attracts the best horses for our Group One racedays, resulting in a knowledgeable racing crowd. For the grass roots racedays, of which we have multiple over the Summer, we have been working hard to introduce a new crowd to the July Course, which in turn, could be our future racing fans. Why? Because we checked the NPS for our Summer Saturdays, where it is evident that those attending are for social reasons rather than the racing itself. So we started to build on the strategy of our Summer Saturdays, including affordable family pricing plus themes that attract a new audience and in which we were confident that we could offer an excellent customer experience.

There were five key objectives for the campaign which were built directly from customer insights and past campaign learnings:

1. **Expand Audience Demographics:** As above, the primary objective was to reach a new and broader audience, that would not usually attend the Group One racedays or the Festivals. Customer data suggested there was an untapped market segment interested in country music, family activities, fashion and outdoor experiences. Look to increase **NEW** customers by **12%** over the Summer
2. **Boost Attendance Across the Summer Saturdays:** These Saturday fixtures fall at a peak time for leisure activities, plus key dates such as school holidays, with the objective being to increase attendance at each of the fixture's year on year. Whilst revenue is a key driver, we were also looking at positive movement on heads across the 5 fixtures and set a target of **10% increase** in **paid** admissions and **5% total attendance**
3. **Drive Revenue Growth through tactical marketing:** Tactical pricing & messaging, allowing a Summer Campaign to have strong USP with 'tickets from £10'. Knowing U18s would attend FOC but still being able to show significant YOY growth. Look to increase revenue by **10%** from 2024 performances
4. **Enhance Visitor Experience On Course:** With the theme enhancement, we had to be sure that we could transcend the ideas to be deliverable on course across all customer groups, including hospitality. This meant we had to produce immersive experiences for our guests whilst not alienating those that may join as traditional 'racing fans'. This would be reflective in NPS comments and scores. Set a target of **50 for NPS** scores for Summer Saturdays
5. **Increase Content and Social Media Engagement:** Increase UGC that in turn, gives us a chance to attract a new audience via 'word of mouth' and testimonial style marketing activity. In particular, we were looking for a **5%** increase in **Instagram** followers



Innovative theming 3 themed Summer Saturdays were chosen in 2025, leveraging customer insight and feedback to help create raceday propositions that would also match our objectives. Summer Rewind (SR), new for 2025 was introduced to appeal to nostalgia-driven 90s/00s audience. Boots & Bridles (B&B) made a triumphant return, allowing us to bring Nashville to the racecourse and finally, the ever roar-some Dinosaur Day (DD), which proved to be a huge family favourite. These were supported by 2 non-themed Saturdays, ensuring that we concentrated on favourable pricing point vs competitors. **Pricing** – Pricing strategy slightly tweaked, allowing us to show the difference in the raceday experience across our Summer programme. This also allowed us to invest further into the Customer Experience on the themed days due with additional £. **Customer Experience** – Across our 3 themed days, we had immersive experiences available throughout. Live music, walk about entertainment, static vehicles & staff getting involved in the themed attire! Post Racing shows keeping our customers entertained into the early evening on SR, B&B & DD. We also ensured that hospitality guests & Annual Members received levels of entertainment, which included roaming entertainment across all racedays in their facilities. On our 2 non themed days, we still offered family friendly entertainment. We included bands at entrances, to bring atmosphere even when queuing **Innovative Marketing & Creative**– Whilst we had specific campaigns for each of the themed days, we used 2025 as a test to an overarching ‘Summer’ campaign, that highlighted the U18s racing free and tickets from £10. Including takeovers of Cambridge train station ticket barriers and buses plus petrol pump advertising, providing us with extended reach, beyond racing fans. This is something that isn’t often seen in sports marketing. We were then also able to complement with targeted marketing campaigns to our themed days, including campaigns focused on music genres, dinosaur enthusiasts & those looking for immersive experiences! Furthermore, using **data-driven targeting** by utilising Experian lookalike data for mail drops in key catchments like Cambridge and Bury St Edmunds, extending reach beyond our existing base **Agile Innovation** - Rapid pivot to create a ‘country weekend’ when scheduling changed for the scheduled Friday evening before B&B, meaning we extended the theme and made changes to a campaign to include an additional themed day at a very reasonable price. The innovation didn’t stop there, with the post racing on B&B, we were able to secure 2 great country acts, with on the Saturday, Luke Combs UK, who we worked with to help promote the show and generate pre event buzz. This again, guaranteed us unlocking a new audience with dedicated assets used across social channels.

Our campaign was insight-driven, innovative in delivery, and measured against clear KPIs. It successfully brought new audiences to racing and delivered sustainable growth for Newmarket.

Results

1. **Commercially**, the Summer campaign was superb. We grew **new customers which** significantly increased across all 5 dates showing a total **21% increase vs 2024**, plus, a significant change in age demographics including **61% increase in 18-24 year olds and**

29% increase in 25-34. This shows a real step change in attracting a younger audience to racing, who have the potential to be the future of our sport. This also saw us reach our target of paid admissions, with a total increase vs 2024 of **4,565 (+17%)** across the 5 dates. This also met our KPI of revenue growth, showing a **21% increase**. Each raceday also saw us reach and **exceed the 5%** target increase in overall attendance, with 3 achieving double digit increases.

2. **On Course Experience** - Investing into the on course experience paid dividends, with many positive comments from guests around the entertainment on offer including the ambience that created and our pricing which was seen as favourable. This positively meant we had an overall **NPS** score of **55** for the 5 fixtures. We also welcomed Autism in racing during the Summer for the first time.

3. **Enhanced social media engagement** - The strong thematic elements, including live music, car displays, and themed dress competitions, generated substantial social media buzz. The events saw higher-than-average social media engagement, with attendees sharing their experiences online, fulfilling the objective of increasing social media engagement and visibility. We also ensured there were 'paparazzi' style photographers on all events, capturing a huge majority of our guests upon entry with the photos then available on our Facebook page the following week enabling us to capitalise with receiving their data for future campaigns plus, a use of influencers and sharing UGC helped promote Newmarket as a destination. We successfully grew our Instagram followers by **12%** from May to August.

4. **Return Visits** – With momentum on our side, we have since sent out a discounted offer to all Summer Saturday bookers to join us again in Autumn. This has already seen over **500 redemptions** within 4 days of the email being sent. This is hugely positive in terms of turning these into regular racegoers, also getting to experience racing at Rowley Mile course, having attended the July Course. These factors all contributed to a superb performance across our Summer Saturdays including over-achieving in both our revenue and heads targets across ALL 5 and driving additional revenue for us to reinvest in the racecourse. The Summer programme is key for us to be able to use pricing and theming to encourage a new audience to our racecourse, which we then work hard to convert them to come racing more frequently. The diverse nature of our events that appeal to more than just 'racing fans'. The use of live entertainment and significant on course enhancements plus strategic work including pricing & raceday differentiation all culminated in many happy customers! We are now looking at the insight to strategically plan our 2026 Summer Saturdays, including adding another NEW themed day due to this years success.

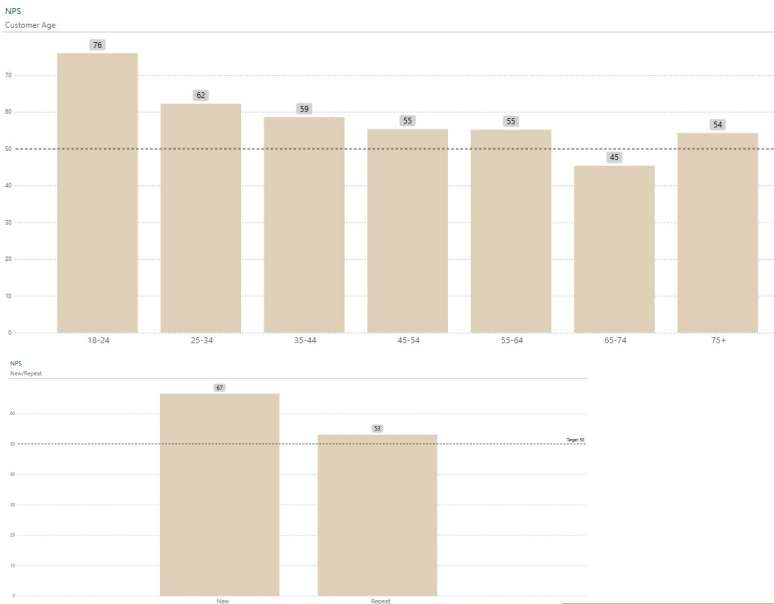
Supporting Information

This is for paid admission:

Performance Year: 2025 vs. Comparison Year 2024						
New / Repeat	Ticket Qty	Ticket Diff (vs. Comp. Year)	Ticket % Diff	Customer	Customer Diff (vs. Comp. Year)	Customer % Diff
New	11,144	1,849	19.9%	3,332	503	17.8%
Repeat	17,745	2,354	15.3%	3,921	748	23.6%
Total	28,889	4,203	17.0%	7,220	1,243	20.8%

Distance						
Performance Year: 2025 vs. Comparison Year 2024						
Distance (miles)	Ticket Qty	Ticket Diff (vs. Comp. Year)	Ticket % Diff	Customer	Customer Diff (vs. Comp. Year)	Customer % Diff
11-15	2,126	21	1.0%	767	44	6.1%
16-25	3,114	135	4.5%	997	113	12.8%
26-50	7,833	1,385	21.5%	1,957	320	19.5%
51-75	8,934	2,096	30.7%	1,891	415	28.1%

Customer Age						
Performance Year: 2025 vs. Comparison Year 2024						
Customer Age	Ticket Qty	Ticket Diff (vs. Comp. Year)	Ticket % Diff	Customer	Customer Diff (vs. Comp. Year)	Customer % Diff
<18	473	328	226.2%	6	-1	-14.3%
18-24	16	9	128.6%	4	0	0.0%
18-24	1,750	665	61.3%	743	270	57.1%
25-34	4,528	1,026	29.3%	1,333	285	27.2%
35-44	5,133	681	15.3%	1,372	125	10.0%
45-54	4,818	692	16.8%	1,181	147	14.2%
55-64	5,617	429	8.3%	1,226	123	11.2%
65-74	2,422	94	4.0%	561	2	0.4%
75+	613	-74	-10.8%	141	-12	-7.8%
Unknown	3,519	353	11.1%	653	304	87.1%
Total	28,889	4,203	17.0%	7,220	1,243	20.8%



fantastic day out. great racing. brilliant music/concert. amazing day out!
fantastic first outing to see the racing. great atmosphere, we really enjoyed our day and will certainly be attending again soon hopefully.
First class experience and added exceptional customer service.
first experience and was very impressed. Will definitely be back and bring our friends and family!
first Race Day, fantastic facilities, great staff, great atmosphere, hopefully have the opportunity to return soon



Word	Count
Atmosphere	146
Good	136
Very	110
Food	101
Family	100
Staff	88
Races	78
Friendly	68
Horses	64
Lovely	64



2025 vs 2024	21 June	19 July	2 Aug	9 Aug	16 Aug
Total Attendance	7,922 (+14%)	9,087 (+10%)	9,023 (+9%)	8,585 (+6%)	9,164 (+36%)
GA (Paid)	+8%	+19%	+6%	+3%	+15%
New Customers	+32%	+29%	+12%	+3%	+51%
Repeat Customers	+12%	+13%	+2%	+17%	+32%

