

Premier  Raceday

BRITAIN'S BEST HORSERACING

Background

The industry has agreed that innovation in the fixture list is required with racing currently experiencing a number of negative trends, including falling attendances, declining betting on racing, the total number of owners under pressure and challenges around race competitiveness.

The fixture list changes focus on using headline events to grow interest in the sport, making more use of Sundays and improving the competitiveness of racing to arrest these declines.

What are Premier Racedays?

Premier Racedays showcase the best quality British racing product.

What is the objective of Premier Racedays?

Growth. In betting turnover. In attendance. In engagement (viewing, content and consideration).

Retention. Of owners and of customers.

How will Premier Racedays be different?

Premier Racedays have their own identity as illustrated above which racing will use to signpost the product to attendees, punters and TV viewers.

How will Premier Racedays be brought to life?



Customer promotion

Using aggregated consumer insight from racecourses and bookmakers, there will be increased promotion of Premier Racedays, to targeted customer groups, covering 170 Premier Racedays, including paid and earned media via national campaigns.



Broadcast innovation

Working with all broadcasters, there will be pilot initiatives to enhance the broadcast appeal of Premier Racedays. This includes pre-race interviews, greater access to the views of participants, greater use of visual data and drone usage, as well as a focus on improving the basics – such as off times, enhancing betting opportunities.



Customer experience

Enhancements to the racegoer experience will be trialled, including simplified race cards, better explanation of racing's language and a more engaging experience around the paddock; in order to engage new and occasional racegoers attending Premier Racedays.



Digital content strategy

Leveraging racing's social media reach, which exceeds 34 million people, the content strategy will focus on the build-up to Premier Racedays, through jockey, horse and trainer content, race-meeting previews and behind the scenes content, all carrying the Premier Raceday brand.



Athlete promotion

The sport will lead a new and major focus on greater storytelling around our athletes – the jockeys. This includes an increase in video content, exclusive race previews and contracted appearances beyond the racing media.



Betting

Racing will collaborate with bookmakers to offer incentives around Premier Racedays, work on joint promotional content, differentiated markets and special offers, simplified language and explainers, whilst focussing on improving the basics (off times, improved streaming) to increase revenue.

What constitutes Premier Racedays?

- All racing's marquee events – Cheltenham, The Grand National, The Derby, Royal Ascot.
- Racing's major festivals.
- Racing's weekly feature fixtures, offering the best quality racing and highest prize money.

Are all Premier Racedays equal?

No. There is a hierarchy, as there is in most other sports. But the Premier Raceday structure allows racing to focus on its most competitive and entertaining product.

Premier Racedays will be the 'shop window' for promoting racing to new and occasional customers. The 170 Premier Racedays significantly outperform on many metrics against the overall fixture list, contributing to a disproportionately larger share of total revenues. This highlights the crucial impact of focussing on a select few events to increase our chances of growth.

Some Premier Raceday Data



170 RACEDAYS
EQUIVALENT TO 11% OF
THE TOTAL 2024 FIXTURE
LIST (1,468 RACEDAYS)

PREMIER RACEDAYS MAKE UP
c.40% OF TOTAL ATTENDANCE.



PREMIER RACEDAYS
ACCOUNT FOR

50% OF
TOTAL PRIZE MONEY.



100% OF ITV BROADCASTS FEATURE
A PREMIER RACEDAY.



c30% HBLB REVENUES ARE GENERATED
BY PREMIER RACEDAYS.



Will there be a 'Premier Raceday Customer Experience'?

Not to start with. The 36 participating racecourses already invest in their unique customer experiences, especially on their feature days. The diversity of Britain's racecourses is one of the sport's greatest assets and we do not seek to homogenise the customer experience.

But we will seek to enhance Premier Racedays with innovations around the racegoer experience, as highlighted earlier. Like the fixture trial itself, racing will take an approach to piloting innovations, sharing outcomes with its stakeholders.

How will the Premier Raceday identity roll out in 2024?

- Premier Raceday identity will start to appear as from January, on industry communications, in race cards, certain areas of broadcast and on racing's digital platforms.
- Social and digital media promotion will carry the Premier Raceday identity as from mid-January.
- The athlete content strategy will be launched by the end of Q1.
- Raceday experience, betting and broadcast innovation will roll out from Q2 and during the year.
- National promotional campaigning, subject to funding, will roll out from Q3.

For details on industry approved KPI's for Premier Racedays see [here](#).