

2011
SHOWCASE
& AWARDS

Goodwood Racecourse Events

Three Friday Nights



Objectives

- To provide an enhanced racegoer experience within the Gordon and Richmond enclosures (Tattersalls & Members)
- To attract new & younger audiences to racing at Goodwood
- To create an entirely new & compelling music event at Goodwood
- To differentiate The Three Friday Nights from existing racecourse music events
- To utilise the existing racecourse facilities with an event that showcases their strengths
- To create a racecourse brand with potential for future growth
- To create a local event with the potential to become part of the social calendar
- To provide after racing entertainment that could challenge preconceptions about Goodwood without damaging the brand



Delivery

- Considered the viability of hosting music after racing given our remote geographical location
- Considered it essential that the entertainment could not adversely impact on the racing experience
- Identified three Friday evenings in our Summer schedule in June
- Created the concept of 3 nights of dancing after racing with 3 world class DJ's
- Researched acts and aligned to new potential audiences -each act having a slightly different target audience
- Confirmed 3 top acts, Boy George, Chris Evan and Mark Ronson
- Identified the Parade Ring as a preferred and unique onsite location for a dance floor and the roof of the weighing room as the DJ 'stage' – using one of Goodwood's most iconic locations, with little impact on the racing itself
- Established collaborative relations with specific media partners in radio and in print
- Created a new identity that stood apart from our core brand yet retained our brand and heritage values
- Developed social media applications designed to communicate with the new & younger audience including Facebook, Twitter and an iPhone App, and ensured the acts helped promote the evenings through these platforms



Results/Anticipated Results

Geographic Reach

- 4 tickets purchased on average per new customer
- Geographical reach extended to 45 miles

Demographics

- Attracted music lovers to racing
- Mixed age range of 18-60 years old – Members danced alongside complete newcomers

Revenue

- Achieved increased attendance for all three evenings with the events making a contribution after costs – break even was our aim for year 1
- Increased on-course spend through betting & F&B by 13%

Attendance

- Increased paid attendance on previous years by over 10%
- Sold out to capacity on our third evening
- Attracted 4k new racegoers to Goodwood

Brand

- Most important result of year 1 was establishing a brand for future years. We expected this to take 3 years, but it was largely delivered this year

