

2011  
**SHOWCASE**  
& AWARDS

# DONCASTER RACECOURSE

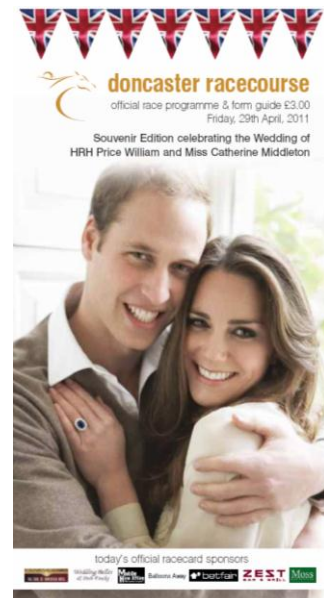
## Free Race Days

Royal Wedding Race Day held on Friday 29 April 2011



# Objectives

- To participate of the '**Free Racing Month**' – a Racing For Change initiative
- To **attract new racegoers** and **reward existing customers** – whilst maintaining strong relations with Annual Badge Holders
- To **engage** with the local Doncaster **community**
- To **interact with the audience** in the lead up and on-the-day (through use of eCRM and social media)
- To **create a financially viable product** whilst retaining 'free' admittance offer
- To **market** the event at **lowest possible cost** to the **widest possible audience**
- To deliver a hugely **successful** event to ensure everyone **feels special, investing in infrastructure** where necessary
- To fill venue to capacity – effectively **creating a 'Leger Day' style event**
- To **attract a 'new to racing' crowd** and to interact with each new guest to obtain **at least one further paid return**
- To encourage **advance ancillary spend** ahead of the day itself.





- Our **marketing of the event was done at zero cost** – we communicated via social media channels and our email database. It acted as a ‘**social currency**’ to our audience who could share the offer – it helped us to recognise loyalty
- **Combined Family & Grandstand enclosures** – showcasing excellent facilities available in Grandstand to those that perhaps previously would have only considered Family Enclosure. Free admission was to combined enclosure
- **Registration** for free tickets was **online** (limited to two per user) – this enabled us to capture data and subsequently **interact with guests ahead of the event**
- We introduced ‘Best of British’ themed **differentiated product** throughout our food and beverage range - with provenance and sustainability in mind we worked with **DeliciouslyYorkshire**<sup>1</sup>
- **£100,000 invested in infrastructure** incl. 15 additional high spec toilet units, 2000 sets of outdoor furniture, 30 Police officers, 40 additional stewards, 350 additional catering staff
- Once general admission ‘free’ tickets had reached capacity, we **created opportunities** and went to market with hospitality products incl. private boxes. E.g. 10 boxes sold out in five hours on Facebook (c£6K revenue in advance)
- **Gates opened early** so that customers could watch the Royal Wedding from the racecourse. Additional viewing screens were brought in to make this possible
- Anticipating an increased child admission, extended the racecourse’s physical boundary and brought in a **full sized fairground**
- To mitigate confusion from first time guests and to **enhance the customer experience**, we improved our way-finding across the site, **recruited dedicated guest-facing colleagues** and enhanced FAQs were issued to all colleagues.

<sup>1</sup>deliciouslyyorkshire is a not for profit organisation providing vital support to a diverse range of food and beverage producers, retailers and distinguished hospitality operators in the Yorkshire and Humber Region

# Results/Anticipated Results

- Over **12,500 online submissions** for some **25,000 free tickets in just three weeks**
- **30% of customers** requesting free tickets originated from **outside the region**. More surprising locations included **Sweden, Poland and Jersey** – this can be attributed to the viral influence of our social media activity
- A great proportion of customers that applied for free tickets chose to **upgrade** to County Encl.
- Incumbent customers recognised the **great value** of the restaurant and hospitality products and **upgraded**
- **Our pre-arrival email** campaigns helped tempt **upgrade spend to the tune of £33K**
- We anticipated a more ‘relaxed’ on the day ancillary spend, mainly due to it being the first day of a long bank holiday weekend and so we focussed on **securing ancillary spend in advance**
- **Venue capacity was reached** some three weeks ahead of the event. The **crowd of 23,000** became one of the largest free Royal Wedding events happening in the UK. Press coverage **including front page of *The Times Sport*** (Sat 30 Apr 2011) – first UK racecourse to feature
- Operationally against **customer satisfaction KPIs** & financially against budget, the event was a **huge success**
- A **boost to the visitor economy** - evidence from hotels across Doncaster confirm that hotel bedrooms were sold out in advance as we tempted consumers to chose to **return** to us for racing the following day (Sat 30 April 2011)
- Hundreds of people chose **social media outlets to say ‘thank you’** and to tell us how much they enjoyed their day. Continual contact strategy in place.



**HIGH SOCIETY ROYAL RACING FOR THE BIG DAY...DONCASTER STYLE**



**AND THOUSANDS OF RACEGOERS JOIN THE PARTY ON TOWN MOOR**