

2011
SHOWCASE
& AWARDS

PONTEFRACT RACECOURSE

Category:

FREE RACING DAYS

PONTEFRACT RACECOURSE LOYALTY CARD



Objectives

- The Objectives of the Pontefract Racecourse Loyalty Card were as follows:
 1. To reward regular racegoers – in particular those who come to 6 or more race meetings each season.
 2. To encourage sales of racecards – the loyalty card was only available in the racecard.
 3. To encourage attendance at the quieter meetings at the end of the season.
 4. To introduce racegoers who normally come in to the Grandstand & Paddock Enclosure to the Premier Enclosure. By getting free admission into the Grandstand & Paddock Enclosure, loyalty card holders are encouraged to upgrade and try the Premier Enclosure.
 5. To encourage loyalty card holders to bring a friend who may have never been to the Racecourse before, racing for free.

Delivery

- The initiative was delivered as follows:
 1. The loyalty card was advertised in the racecard for the first 7 meetings.
 2. Staff were deployed to stamp racegoers loyalty cards.
 3. Adverts were placed around the Racecourse explaining how the loyalty card worked and reminding people to get their card stamped.
 4. Announcements were made over the PA system reminding people to get their loyalty card stamped.
 5. Interviews were held over the PA about how the scheme worked and what racegoers were required to do.
 6. A dedicated page was created and placed on our website at <http://www.pontefract-races.co.uk/loyalty-card/>



Results/Anticipated Results

- The results of the loyalty card scheme to date are as follows:
 1. To date, 62 loyalty cards returned to the Raceday Office.
 2. 15 free tickets were sent out for meetings in August and 26 for meetings in September. Currently, 21 will be sent out for meetings in October although this number is still increasing.
 3. The Loyalty Card was available in the Racecard for the first 7 meetings – in that time, Racecard sales **increased** by 0.75%
 4. Since the Loyalty Cards have been redeemed (from meeting 7 onwards), attendances have **increased** by 5.3%.
 5. There has been an **increase** of 2.2% in attendances at meetings in September .
 6. We anticipate that c.30 free tickets will be sent out for race meetings in October.
 7. We anticipate that the loyalty card take up will increase greatly in 2012 with further publicity and through word of mouth.