



# Come Racing in Wales: Key Objectives

# Attract More Visitors



- Racing in Wales currently attracts around 160,000 customers a year (excluding non-racing events such as festivals, outdoor running/cycling events, conferences, exhibitions, etc which attract circa 40,000 visitors).
- There is huge potential to attract more visitors from Wales, around the UK and overseas to enjoy unique horse racing experiences
- Our three racecourses have a good geographical spread and are located in different parts of the country (Chepstow in the Southeast, Ffos Las in the Southwest and Bangor in the North)
- Increased number of visits to these courses would have a positive impact on the tourism economy in the surrounding areas
- Racing takes place every month of the year and offers ticket price points to suit all budgets
- It attracts customers from a broad demographic profile, it's very much a sport for all
- We can use racing to bring communities together to create memorable events and experiences – for example 'Student Takeover Day at Ffos Las'.

# Create unique year-round experiences that benefit the local economy and community

- Due to the multifaceted nature of the sport, there is a depth of potential bookable experiences that have long remained unexplored by the general public
- These include anything from a 'Behind the Scenes' tour to a 'Racing Week Stay in Wales' which could include visits to the courses, trainers and breeders – all combined with accommodation in the area.
- There is an opportunity to inspire and enable people to explore all aspects of the sport beyond a race day
- Special interest visitors, such as horse racing enthusiasts, have the potential to drive high value tourism outside of the sport and into the broader local economy.
- The Welsh racing season is 12 months a year that attracts visitors in peak and off-peak periods. This can help address the seasonality challenges currently facing Welsh tourism.

# Celebrate the heritage of the sport

- Wales hosts the Coral Welsh Grand National, one of the biggest races in the calendar with a large terrestrial TV audience
- Some of the UK's best horses, trainers and jockeys have won the CWGN and gone on to win some of the biggest jumps races in Britain like the Cheltenham Gold Cup and the Grand National
- Many other top races (particularly at Chepstow) have over the years attracted the best horses in the country
- Leading trainers and jockeys - past and present - have been extremely successful on the national stage and need to be celebrated



# Elevate the status of Welsh racecourses, Owners, Trainers, Jockeys and Breeders

- Welsh racing has a great story to tell. The courses and participants have rarely seen the success they are currently experiencing.
- Owners, trainers and jockeys are winning some of the biggest races in the UK
- The majority of Wales' 20 racing yards are winning races across the UK, the more successful these yards can be, the more jobs can be created because racehorse owners will put more horses in training with them.
- Breeders are producing top class horses winning on the world stage
- The courses are attracting strong levels of attendance. They have appealing fixture lists given the fact the meetings take place midweek, weekends and evenings. There is something for all customers types.

# Attract the next generation of fans through education, digital and experience innovation

- Horse racing is a highly shareable experience that can generate large volumes of organic social media content
- Student race days have proved extremely popular across the UK
- Instagram and Facebook live initiatives have helped widen awareness of the sport
- Racing To School is a nationwide Education Programme engaging young people at racing-related venues. Each young person is given a workbook that focuses on numeracy and literacy and contains a range of [resources](#) that supports the delivery of interactive and outdoor learning. For secondary school pupils, it offers to support schools in their careers education provision by raising awareness of the career opportunities racing has to offer.

# Next Steps and Q & A

