The Jockey Club
1750

Rewards 4 Racing

Review of 2011 | 2012 Outlook

2011 Rewards4Racing Review

by Paul Fisher

The Jockey Club's Rewards4Racing loyalty programme has enjoyed a successful first year since its launch at Festival Trials Day at Cheltenham Racecourse on 28th January 2011.

We introduced British Racing's first loyalty programme, to incentivise racegoers to attend our sport more frequently and to reward those who are already regular customers.

As a Group, our 14 racecourses welcome 1.5 million individual customers on average 1.2 times each per year, achieving a total attendance of 1.8 million people annually.

A loyal core of racegoers come racing often, whilst the majority of visitors join us for an annual day out. Increasing the average frequency our existing customer base visit us – quite apart from other initiatives to attract new racegoers – can make a telling difference to our sport over time.

For year one of Rewards4Racing, we set an ambitious target of attracting 120,000 members. I'm delighted to confirm we were able to not only meet, but beat that aspiration.

We also set benchmarks for the impact of those members on our business, including whether Rewards4Racing can help to drive increased loyalty from racegoers.

I'm very pleased to confirm that active Rewards4Racing members are going racing 2.24 times a year. The increase in their frequency of visits to our racecourses is thanks to the rewards on offer. This is a positive sign that giving a bit more back to our racegoers can have far reaching effects.

Every day we are welcoming more Rewards4Racing members and gifting them more points from their shopping on the high street, with both online retailers and at our 14 racecourses. Even with numbers going in the right direction, the Rewards4Racing team did not stand still; we launched the initiative with 250 participating retailers and now also offer members the ability to earn points at brands such as Sainsbury's.

We still consider Rewards4Racing to be very much in its infancy and hopefully exciting days lie ahead. The programme has always been about the medium to long-term.

As is standard for loyalty schemes, members are becoming increasingly engaged as understanding of the scheme and its benefits grow.

Awareness of Rewards4Racing has been building steadily after a strong initial launch. With 33 televised races sponsored in the last 12 months, branding at each of our courses, from Sandown Park to Cheltenham, and the opportunity to join during your online ticket purchase, helping to keep up the loyalty programme's visibility.

Looking ahead, we recognise there is much work to do and we will continue to evolve the initiative over the next few years.

In 2012, one major step forward for the programme, will come on the back of introducing a new ticketing system for Jockey Club Racecourses part way through the year. Among the many benefits this will bring to our customers, it will be easier for Rewards4Racing members to redeem rewards at the point-of-sale.

We will issue updates throughout the year on Rewards4Racing's new and latest developments, but safe to say, things are on track.

Rewards4Racing
2011 Numbers

120,000+
REWARDS4RACING
MEMBERS

35MILLION
POINTS EARNED

35%+
OF REWARDS4RACING
MEMBERS ENGAGED IN THE
PROGRAMME

£350,000
OF RACING REWARDS

33
RACES SPONSORED
BY REWARDS4RACING

£500,000
CASH SPENT
WITH RETAILERS

250
NEW CORPORATE
PARTNERS INTO
RACING

1.2
AVERAGE ANNUAL ATTENDANCE
OF JOCKEY CLUB RACECOURSES
CUSTOMERS

2.2
AVERAGE ANNUAL ATTENDANCE WITH
JOCKEY CLUB RACECOURSES BY A FULLY
ENGAGED REWARDS4RACING MEMBER

2012
Rewards4Racing Outlook

Josh Apiafi, Founder of Rewards4Racing, discusses what members and racegoers can expect from the programme over the next twelve months.

This year is set to be really exciting for Rewards4Racing, starting with the migration to a new online platform in Q2 that will increase the amount of retailers on the programme from 250 to over 3000. This key step in the evolution of the programme will also include in-depth search functionality and improved site navigation for our members.

An example of the new online platform functionality would be where a member can log-on, and rather than having to search an individual store for a product, they can search across all retailers on the Rewards4Racing programme. The search results will show the range of prices and the amount of Rewards4Racing points on offer from each of the retailers selling the product.

As shopping patterns embrace the advancement of technology through the proliferation of smartphones and tablets, so must Rewards4Racing and its product offering. The Rewards4Racing iPhone, iPad and Android App will be launched in Q3 of 2012. It will offer our members increased flexibility to gain reward points from our retailers, by shopping when they are on the go.

One retailer segment that we didn't launch the programme with in 2011 was the bookmaking industry. This year we intend to address this by partnering with a leading operator who will exclusively offer Rewards4Racing members reward points for their betting activity. They can then redeem their points for tickets and upgrades to all 14 Jockey Club Racecourses.

In a challenging economic year, our members have gained over 35 million reward points through shopping through the Rewards4Racing site. This shows that The Jockey Club's ground breaking loyalty programme has been well received and is positioned to make significant progress again in 2012.

Earn Rewards4Racing points by purchasing tickets online to any of the 14 Jockey Club Racecourses through www.rewards4racing.com

Aintree Racecourse	Kempton Park Racecourse
Carlisle Racecourse	Market Rasen Racecourse
Cheltenham Racecourse	Newmarket Racecourses
Epsom Downs Racecourse	Nottingham Racecourse
Exeter Racecourse	Sandown Park Racecourse
Haydock Park Racecoourse	Warwick Racecourse
Huntingdon Racecourse	Wincanton Racecourse

Rewards4Racing Ltd

The Stables Catton Hall Estate Catton
South Derbyshire DE12 8LN

e: admin@rewards4racing.com
w: www.rewards4racing.com
tw: @rewards4racing
t: 01283 716 842

Images: Dan Abraham

The Jockey Club
1750
Rewards4Racing