

Fan Services

As a race organizer, we must bear in mind that during the conduct of races, the provision of fair races and the offering of wagers go hand-in-hand. This is not just from the aspect of betting, but on the basis of enhancing the attractiveness of racing itself. Organizers need to continually strive toward the development of all-around leisure with racing as the centerpiece, so that fans can enjoy a variety of services in pleasant, general-purpose leisure facilities.

Surveys and Internet monitor programs are employed, telephone and written requests are gathered, and analyses of conditions in other leisure industries are conducted to gain an understanding of fan requirements. We can then plan and implement the specialized services that fans desire. Fan services offered at races can be broadly categorized as follows:

1. Enhancing the appeal of racing itself

Enhancing the appeal of racing itself means promoting the enjoyment of racing and the allure of trying to choose the winner, which are the fundamental



Greeting fans at the track's main entrance



Horse rides



In Japan, racetracks have been developed into comprehensive leisure facilities.



Giant Turf Vision monitor

ingredients (value and quality) that racing possesses. We strive to offer fair, world-class races incorporated into the best racing fixtures possible, in order to meet fans' needs and meet their expectations.

2. Provide the best of "hardware" services

The second point is endeavoring to enhance services for fans from the standpoint of the "hardware" on site, to create an environment of enjoyment at all-around leisure facilities.

Specific examples:

- Upgrading and refurbishing grandstands
- Improving image transmission systems, media and other information-related facilities
- Other: Expanding separate smoking and no-smoking areas, playgrounds, greenery and design within venues and providing more parking areas



Stagecoach at a track

3. Provide the best of “software” services

The third item is offering fans “software” amenities, along with various types of hospitality that are both convenient and satisfying for our horse racing aficionados.

Specific examples

- Promoting methods of customer service
- Improving information services: Such as the provision of information through image transmission systems and the like, improving public information locations on and off course, enhancing racing programs and expanding live racing broadcasts

Further, we are providing the following additional services for our race fans as additional incentives:

JRA

- Improving events offered on GI race days and racecourse events (race forecasts, talk shows featuring famous personalities, character shows)
- Offering half-price admission and giveaways for ladies on events in conjunction with GI races for fillies and mares
- Providing get-togethers for fans and jockeys (talk



Wedding ceremony at a track



Sidesaddle demonstration

shows, participatory event formats)

- Providing fan sightseeing tours to early morning training at the training centers during GI race weeks
- Arranging horseracing lecture tours
- Arranging “backstage” tours of racing facilities.
- Distributing point cards that offer various incentives based on total accumulated points of track attendees.
- Extending considerations for seniors and people with disabilities
- Allowing wedding ceremonies to be performed at tracks

NAR

- Providing preferential treatment to female fans, couples and senior citizens (admission to special viewing areas)
- Offering free admission on certain days
- Holding races that award trophies dedicated to individuals
- Holding summer festivals for local people from the racecourse vicinity.
- Improving track light shows for night races
- Arranging backstage tours (now under way for general fans, giving them a behind-the-scenes tour of horseracing)
- Holding children’s festivals during the long holiday season in May (refreshment stands, pony rides and other events)
- Holding flea markets at the racecourses
- Distributing point cards to attendees in the special viewing areas and offering various services based on total points amassed
- Distributing special news (tip sheets) free of charge
- Selecting fans to present bouquets to the winning jockey at the awards ceremony for graded races
- Providing invitations to special viewing areas on birthdays