

# Customer Services

Racing organizers 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. Using such data, JRA plans and implements the specialized services that fans desire. Customer services offered at JRA races can be broadly categorized as follows:

## Enhancing the appeal of racing itself

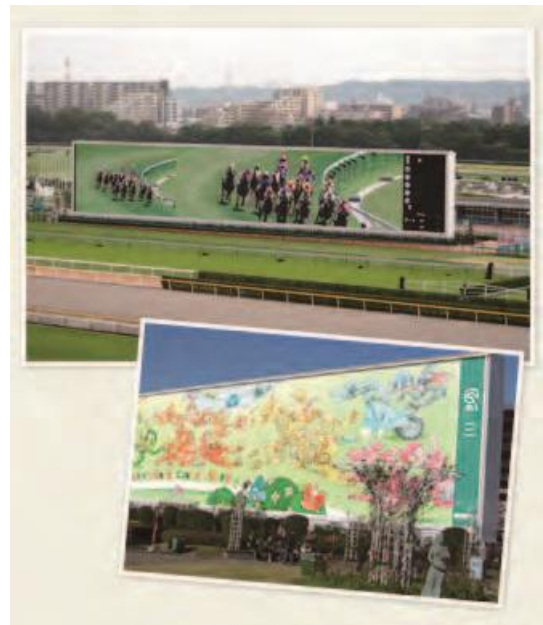
Enhancing the appeal of racing itself means promoting the enjoyment of racing and the allure of trying to choose the winner, which are the fundamental ingredients (value and quality) that racing possesses. JRA strives to offer fair, world-class races incorporated into the best racing fixtures possible, in order to meet fans' needs and meet their expectations.



Horse rides



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



Giant Turf Vision monitor

## 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.
- Expanding separate smoking and non-smoking areas, playgrounds, greenery and design within venues and providing more parking areas.

## 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, JRA provides the following additional services for race fans as additional incentives:

- Free Pass Days (Admission to racecourses is free)
- “Racing Class (REXS)” for beginners. REXS is an abbreviation for “Racing EXpert Seminar” which consists of three participatory classes on horse racing.
- Campaigns to promote racecourse attendance through Tie-Ups with Local Organizations, Other Sports, etc.
- Events Attended by Jockeys and Equestrian Campaigns.
- Campaigns using animated characters and JRA mascot TURFY to increase understanding towards horse racing
- Approaching Higher Income Brackets (VIP rooms, Experts’ guidance, backyard tours, etc)

JRA places strong emphasis on advertising the unique excitement that only horse racing can provide. Current activities involve holding various events to lure new fans to the attractions held at racecourses on race days. The major racecourses have special spaces for such events. Playgrounds and its equipment have been constructed to keep children entertained. JRA runs television advertisements to announce the graded races and raise the profile of horse racing. In publicizing races, JRA features popular actors and actresses in its advertisements to boost the image of the JRA and horse racing among the general public, and to attract younger generations who have had no contact with horse racing. Regarding brand advertising, each year JRA creates an advertisement based on a horse-related catchphrase that conveys the beauty and power of racehorses that cannot be completely conveyed in more general television commercials that promote specific races. Through these PR programs and television commercials, JRA hopes to bring even more enjoyment to racing fans.

## Gate J

In order to promote broader understanding of the intricacies of horse racing culture by providing a wide range of information related to horses in casual fashion, JRA opened the “Gate J.” in a popular business district in Tokyo. The facility features videos of horses and horse racing from Japan and around the world on large screens and in film libraries, as well as gift shops and areas where visitors can pick up information about JRA. This facility acts as a pilot shop to provide information about horse racing.



## Green Channel and other services

JRA established a broadcasting channel called the Green Channel in 1994 as a service to provide fans with extensive racing footage in their own homes. Anyone who subscribes to the CS digital broadcast or CATV can enjoy this channel. JRA also hosts the Racing Viewer, which distributes videos of races over the Internet.



## Website

The personal computer version of JRA website (jra.jp) was launched in 1997, and the mobile phone version in 2005. It draws many visitors, who use it mostly to view race day information such as race cards, race results, and payouts. The number of page views has increased every year since the site was launched. In addition to race day information, the site offers a wealth of other information, including event information held at racecourses or WINS, horseback riding information, event information, race analysis and introduction of graded races.

