

Customer Services

From the betting perspective, one of the main focuses of NAR's customer service is to provide a betting channel that caters to a variety of punters' "life styles" – that is, to hold racing on weekdays and weekend, and from daytime, late afternoon and night time. In addition to preparing a variety in the racing calendar, organizers of local racing cooperate amongst one another by providing betting windows for races held outside of their courses – for example, a racecourse will hold racing during the day and keep the betting windows open at night as an off-track betting facility for races held elsewhere. Needless to say, for punters who are not able to visit the racecourse, there are a number of betting channels over the internet. In 2012, NAR and JRA developed a new integrated totalizator system, which allows members of JRA's internet betting system to purchase tickets for local racing.

Each racecourse plans its own events for the visiting fans – ranging from talk shows by television personalities and jockeys to charity events, as well as quiz contests with premium prizes. Also, a local racecourse will sell or give out their own local foods/products, taking a more "community-based" approach to attract racing fans.

Another characteristic of racing by local governments is that it provides individuals and corporations "naming rights" to certain races. The sponsors are invited to the racecourse on raceday, along with various promotions of the race and provided a guest room at the racecourse. Also, a visiting fan can win by lottery a chance to take part in the post-race presentation ceremony, providing a special occasion to interact with their favorite jockeys and/or racing personnel.

Some racecourses offer free-of-charge transportation to and from the nearest train station. Also, some racecourses will invite fans to watch "test races (barrier trials)" and give them a "behind-the-scenes" tour of a raceday operation, which are rare occasions for the casual racegoer.



Night racing under illuminations at Ohi Racecourse



"Live fanfare" before a race is one of the attractions at Ohi



Fans gather for a talk show at Sonoda Racecourse



Jockeys sign autographs for the enthusiastic fans