

Media Release

4th January 2008

Happy days at SpringFresh Destination Summer Holiday Races

A more benevolent sun and the delivery of a good value family raceday is the secret to what is shaping up to be another good result for SpringFresh Destination Summer Holiday Racing.

“The official attendance numbers take a few days to come in, but the Destination Summer Clubs are reporting healthy increases in numbers above last year. This is reflected in the on-course betting at the events, which at the 3rd January stands at 15% up per race on last year”, Janice Hill, On-Course Marketing and Events Manager for the NZ Racing Board said.

“The turn-over is a rough yard-stick for attendance, and shows that the Destination Summer series is continuing to grow as an entertainment option for holidaymakers. Record crowds were seen at Motukarara on the 29th Dec and at many other courses in the series so far.

“The good weather definitely helps! After several years of bad weather on raceday, huge crowds turned out this year at Tauherenikau and at Waikouaiti to soak up the sun and the safe, country, family atmosphere.

“This year’s growth comes on the back of two previous years, which has seen the attendance at SpringFresh Destination Summer Holiday Racing meetings climb from 100,000, to an estimated total this year of over 150,000 people. Customer research has shown that up to 1/3rd of the crowd are attending for the first time”.

Remaining meetings in the series are:

Otaki Gallops	Sunday 6 th Jan
Waipukurau Gallops	Friday 11 th Jan
Nelson Harness	Friday 11 th Jan
Kumara Gallops	Saturday 12 th Jan
Nelson Harness	Sunday 13 th Jan
Thames Harness	Sunday 13 th Jan
Manukau Greyhounds	Sunday 20 th Jan
Blenheim Harness	Sunday 20 th Jan
Trentham Gallops	Monday 21 st Jan (Wgtn Anniversary)
Motukarara Harness	Sunday 27 th Jan
Te Teko Gallops	Monday 28 th Jan (Akld Anniversary)
Foxton Harness	Sunday 3 rd Feb
Oamaru Harness	Sunday 3 rd Feb
Tauherenikau Gallops	Wednesday 6 th Feb (Waitangi Day)

For more information about the events, visit www.theraces.co.nz

Ends

For further information, contact Janice Hill on 027 272 4734.