



**Punchestown  
2017**

# **Festival Fact Sheet**

[www.punchestown.com](http://www.punchestown.com)

# Punchestown Festival Fact Sheet 2017

- In **1823** the first recorded race meeting was held at Punchestown.
  - The anticipated attendance for **2017** is **120,000**. The 2016 attendance was 114,000.
- The direct economic value of the Festival is estimated at around **€64 million** based on independent research by the economics department of NUI Maynooth.
- The Festival was extended from a four day to a five day event in 2008.
  - The fifth day, Saturday, has grown in attendance from just over **2,300 to 30,035 in 2016**. Over **7,000** of this number were children **under 14** years of age.
- Over 190 overseas journalists, photographers and TV crews are expected.

## Overseas Visitors / Spending Facts

- Over **20,400** visits were made by overseas visitors to the 2016 Festival (**29% increase since 2005**) and indications from pre-bookings suggest this number has increased once again for 2017.
- An active joint promotional campaign has been established with **26 UK racecourses** including Cheltenham, Newbury and Haydock.
- Of those who required accommodation during their visit, **73%** chose hotels in the Kildare and Dublin region.
  - The average accommodation stay by visitors was three days.
    - **9%** of visitors to the festival holidayed for six nights or more
- In Kildare and the surrounding areas, **€24.8m** was spent outside the racecourse on accommodation, food, drink and entertainment during the five day festival.

## 2016/2017 Attendance Statistics

- 2017 shows **35%** increase in ticket pre-sales versus 2016 figures.  
(March 2017)
- **13%** increase in **corporate bookings** in March 2017 versus same period last year.
- An average of **52%** of racegoers attend the Punchestown Festival every year.
- **24% of 2015** attendees were first time visitors to the Punchestown Festival.
- **49%** of attendance was female. Over half of the attendance was under 44yrs.

## Racing & Sponsorship

- The festival hosts **12 Grade One** races during the **38 race** programme with a total of **€2,927,500** on offer.
  - **18 of the event sponsors** are locally based in county Kildare.
- The title sponsors at the Punchestown Festival include – **BoyleSports, Coral, Ladbrokes, BETDAQ** and **AES**
- The Festival attracts the top trainers and jockeys from both sides of the Irish Sea including Willie Mullins, Gordon Elliott, Ruby Walsh, Bryan Cooper, Nicky Henderson, Philip Hobbs, Barry Geraghty, David Pipe and Jessica Harrington.
  - Willie Mullins has won champion trainer at the festival a total of **14** times while Noel Meade is next best with **3** title wins. Mullins landed **13 winners** at the 2016 Festival.
  - **Ruby Walsh** has claimed champion jockey at the festival a total of **14 times**. His highest win tally is eight. AP McCoy, Richard Dunwoody and Paul Carberry all joint on two title wins.
  - As we anticipate the Trainers Title race here at Punchestown, an interesting point to take into consideration is the difference in prizemoney won by today's two leading trainers at **Festival 2016**. **Willie Mullins** won **just shy of €840,000** whilst **Gordon Elliott** was over **€640,000** behind at around **€190,000**.

# Corporate & Hospitality

- Around **17,000** corporate hospitality clients will be catered for at the 2017 Festival.
- **142 UK** based companies have purchased corporate hospitality in **2017** versus **134** in **2016**.
  - 2017 Festival hospitality packages are available from **€109pp**.
- **718 companies** in total purchased hospitality for Punchestown 2017. Over **873** companies are directly involved with the event as clients, sponsors, suppliers or corporate partners.
- We have a total of **30 venues** to choose from when deciding on your hospitality option at Festival 2017.
- We are delighted to introduce **La Touche** as an exciting new venue for 2017. Located in the hub of the main enclosure, overlooking the winners circle and just steps from the parade ring.
  - The completely revamped interior will seat up to **250 guests** in a tasteful, **contemporary styled** restaurant setting where diners can enjoy the casual and fun atmosphere from a selection of seating options ranging from an intimate table for two right up to our cosy booths ideal for larger parties.

## Punchestown Fashion: Bollinger Best Dressed Lady

- In 2017 Punchestown will host the **Bollinger Best Dressed Lady Competition** with the most stylish lady winning return business class flights to **France**, a **private chauffeur** transfer to the beautiful historic town of **Reims** situated in the Champagne region and a two night stay with gourmet dinners each evening. The trip will also include a private tour of the **Bollinger Estate and new Champagne Libraries** plus a Chauffeur to Paris to enjoy a night of luxury accommodation and **Michelin dining** with a year's supply of **Bollinger Special Cuvee** to top it all off.

# Punchestown Fashion: Bollinger Best Dressed Lady

- **Celebrity Judges** have been announced for the Bollinger Best Dressed Lady Competition at this year's Punchestown Festival which will take place from **Tuesday 25th of April**. Judges include Xposé presenter **Glenda Gilson**, fashion and lifestyle journalist **Aisling O'Loughlin** and RTÉ presenter **Bláthnaid Treacy** with **Vogue Williams** announced as the celebrity judge for the grand final.
- The competition will run over the **first four days** with a finalist being chosen each day. The **overall winner** will be chosen and announced on **Friday 28th April**.
- Daily winners will enjoy a €200 Topflight voucher, bottle of Bollinger Champagne, a custom made Montgomery Millinery Hat worth €250 and an exclusive goody bag. Finalists each day will also receive a €100 Topflight voucher, a bottle of Bollinger Champagne and an exclusive goodie bag.
- Based on independent research, **€7 million** is spent by female racegoers on attire for the Festival (**€196 average per female**).

## Punchestown Festival Social Scene

- The Festival shopping village is home to **50 stands**. Exhibitors will have a selection of products from kids clothing, ladies hand crafted jewelry and cashmere to garden furniture and fine art – something for all. There are **15 new stands** this year including one from France and two from England.
- Around **12 live bands** and **D.J's** will perform during the event.
- There will be **5 different parades** over the five days at Punchestown.
  - **Street Theatre** members and **live performers** will circulate the enclosures throughout the event such as stilt walkers, dancers and costume themed displays.
- There will be **22 bars** and over **51 dining options** and outlets at the **2017 Festival**.

## Fundraising at Punchestown

- A total of **5 charities** will carry out fundraising activity at the festival including: Cuan Mhuire Athy, Tiglin, Clongowes Wood College Duck Push For Crumlin Hospital, Samaritans & Clionas Foundation.
- The **GAA Clubs** of Eadestown, Ballymore Eustace and Naas raise funds through the event.
- Kilmacud, Cavan, Laois, Longford and Kildare GAA Clubs all host fundraisers at the Punchestown Festival.
- The **26th** running of Punchestown Kidney Research Fund Charity Race will take on the final day of the event.

## Punchestown Catering & Beverages

- Punchestown Catering will contract over **420 catering staff** at the festival including **60 chefs**.
- A team of **nine** pastry chefs will spend **1,580 hours** producing over **15,000** portions of handmade desserts.
- Award winning Irish **28 day** aged Beef Fillets or delicious Racks of Succulent spring lamb, traceable from farm to fork.
- **Fresh Seafood**, sourced from local trawlers and suppliers, delivered that morning and served direct to your plate.
- **20,000** bread rolls and **42,000** butter portions will be served in the hospitality venues.
  - **1,150** loafs of freshly baked artisan bread will be served.
  - **68 kilos** of smoked Gubbeen cheese will be used.
- Over **6,800** bottles of wine will be poured in the hospitality venues.
- **3,210** bottles, **36** magnums and **5** jeroboams of Champagne will be served.

# Punchestown Catering & Beverages

- **9,600** measures of Irish whiskey will be served in the Punchestown bars.
  - **124,700** pints will be poured by 180 bar tenders.
  - **128 litres** of mustard salad dressing will be poured.
- An average of **45,000** burgers and **38,000** portions of chips will be served by the **186** strong mobile catering unit crew.
- **59,000** cups of coffee will be ordered excluding corporate hospitality
  - **25,000** ice creams will be purchased.
  - **26,000** mini scones with cream & jam will be prepared.
  - **48,700** sandwich portions will be handmade.
- **5,600** portions of beer battered fresh cod will be ordered.

# Punchestown Family Fun

- The **AES Family Day** programme on **Saturday 29th** April incorporates an art competition in local schools involving over **6,000** students.
- The Junior Jockey Fun Club on AES Saturday is **60,000 square feet** of children's entertainment including Bouncy Kingdom, Disco Dome, Pet Farm, Face Painting, Arts & Crafts Corner, Art Competition Display, Food & Beverage units and a big screen for racing.
  - A further 20,000 square feet is dedicated to Pony Rides and traditional fun fair.
    - All children under 14 race for **free**.
    - The **Baldonnel Choir** will perform on Tuesday.
- The **Tallaght Festival Band & Leah Moran Stage School & Vicky Barry Stage School** will perform at the Festival on the Saturday.
- We will also have an exciting display of military equipment from the **Irish Army** based only a stones throw away on the Curragh.  
day 29th April.

# Phase 1 of the Re-Development Project

- Over **3,500** man hours worked.
- **6,500 sq** metres of new flooring laid.
- **18 skip loads** of debris removed from grandstand.
- **Over 2km's** of new cabling added.
- **436** light bulbs upgraded.
- **12** painters and over **300 litres** of paint.
- **3,668** floor tiles removed from ground floor of the grandstand.
- **78** new signs erected.
- **47** new glazed doors and almost **100** new window panes.
- **816** items framed and almost **400** items of furniture ordered.

The 2017 PuncHESTOWN Festival runs from **Tuesday 25th to Saturday 29th April**. For further information please visit [www.puncHESTOWN.com](http://www.puncHESTOWN.com)