



PUNCHESTOWN

Tuesday 24th - Saturday 28th April



FESTIVAL
FACT SHEET
2018

RACING • SOCIAL •
STYLE • CORPORATE • FAMILY

Punchestown Festival 2018

- In 1823 the first recorded race meeting was held at Punchestown
- The anticipated attendance for 2018 is 125,000. The 2017 attendance was 122,000.
- 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 34,370 in 2017. Over 8,000 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 2017 Festival (29% increase since 2005) and indications from pre-bookings suggest this number has increased once again for 2018.
- 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.
- 10% of visitors to the festival holidayed for six nights or more.
- In Kildare and the surrounding areas, €25.3m was spent outside the racecourse on accommodation, food, drink and entertainment during the five day festival.

2017 & 2018 Attendance Statistics:

- 2018 shows 10% increase in ticket pre-sales versus 2017 figure. (April 2018)
- 9% increase in corporate bookings in March 2017 versus same period last year.
- 24% of 2017 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 €3,047,500 on offer.
- 19 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, Davy Russell, Nicky Henderson, Philip Hobbs, Barry Geraghty, David Pipe and Jessica Harrington.
- Willie Mullins has won champion trainer at the festival a total of 15 times including a 10 year streak while Noel Meade is next best with three title wins. Mullins landed 9 winners at the 2017 Festival.
- Ruby Walsh has claimed champion jockey at the festival a total of 14 times but at the 2017 festival it was Robbie Power who came out on top with a total of six winners over the week. AP McCoy, Richard Dunwoody and Paul Carberry all joint on two title wins.

Hospitality & Corporate:

- Around 17,000 corporate hospitality clients will be catered for at the 2018 Festival.
- 157 UK based companies have purchased corporate hospitality in 2018 versus 151 in 2017.
- 2018 Festival hospitality packages are available from €129pp.
- 765 companies in total purchased hospitality for Punchestown 2018. 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 2018.
- We are delighted to introduce the Corinthian as an exciting new venue for 2018. Located in the social-hub of the festival the 160 diner Corinthian Restaurant, situated in our new Hunt Stand, is the flagship setting of the new €4 million development. Sold out since December 2017, The Corinthian has appealed to customers because of the incredible views over the final furlong.

Punchestown Fashion: The Bollinger Best Dressed Lady Competition 2018:

In 2018 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.
- The opening day on Tuesday 24th will see Made in Chelsea star Rosie Fortescue and Sunday
- Independent Life Magazine journalist Sophie White take to the enclosures to seek out the most
- stylish ladies in attendance. Rosie commented "I am so excited to visit Punchestown and see all the
- stylish ladies competing for such an enviable title and prize by Bollinger. It's going to be such a fun
- day, I can't wait!"
- On Wednesday 25th, day two of the festival, Dancing with the Stars and GAA Sweetheart Anna
- Geary and TV personality and fashion journalist Triona McCarthy will be judging. Anna said "I'm
- delighted to be involved with the judging of this year's Bollinger Best Dressed Lady Competition at
- the Punchestown Festival. Fashion at the races is always a focal point, especially at Punchestown,
- so I know judging is not going to be an easy task but I'm looking forward to the challenge and I
- can't wait to see all the fabulous ladies and all the style on the day."
- RTÉ's Bláthnaid Treacy will judge with Evoke.ie Editor Sybil Mulcahy on Thursday 26th as the
- competition really heats up. When speaking of the upcoming event, Sybil Mulcahy commented "I
- will be looking out for a lady who looks elegant and confident and I love a pop of colour. It's a long
- day so comfort is key and dress for the weather, if its lashing rain a strappy sundress won't fit the
- occasion nor will a full length bridesmaids gown. I am really looking forward to seeing all the
- beautiful style on the day and for me a statement hat to finish an outfit is always a winner."
- The grand final on Friday 27th will be judged by the gorgeous model Aoife Walsh alongside Social
- and Personal Editor, PJ Gibbons and Bollinger Champagne's very own Bastien Mariani. Their
- chosen winner of the 2018 Bollinger Best Dressed Lady Competition at Punchestown will receive a
- VIP trip for two taking in the Bollinger Estate, Reims and Paris complete with private chauffeur,
- Michelin-starred dining and luxury accommodation, not to mention a year's supply of Bollinger to
- top it all off!
- 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 27th April.
- Daily winners will enjoy a €200 Topflight voucher, bottle of Bollinger Champagne and an
- exclusive goody bag including Cocoa Brown products. 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:

- Our brand new festival shopping village 'The Street' is home to 40 stands. Exhibitors will have a selection of products from kids clothing, ladies hand crafted jewellery and cashmere to garden furniture and fine art – something for all. There are 10 new stands this year including one from France and two from England.
- Around 15 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 24 bars and over 51 dining options and outlets at the 2018 Festival.

Fundraising at Punchestown:

- A total of 5 charities will carry out fundraising activity at the festival.
- The GAA Clubs of Eadestown, Ballymore Eustace and Naas raise funds through the event.
- Kilmacud, Cavan, Laois, Longford, Wexford and Kildare GAA Clubs all host fundraisers at the Punchestown Festival.
- The 29th running of Punchestown Kidney Research Fund Charity Race will take on the final day of the event.

Punchestown Catering & Beverage:

- 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.
- 2,000 racks of Grass Fed Irish Lamb will be served.
- 7,500 Irish Fillet Steaks will be prepared.
- 1050 loafs of freshly baked artisan bread will be served.
- 1000 portions of the freshest Monkfish and Organic Salmon will be served.
- 60 kilos of great Irish Artisan Cheese will be used.
- 3 Tonnes of Fresh Vegetables and Organic Potatoes.
- Over 6,000 bottles of wine will be poured in the hospitality venues.
- 3,210 bottles, 36 magnums and 5 jeroboams of Champagne will be served.
- 9,600 measures of Irish whiskey will be served in the Punchestown bars.
- 124,700 pints will be poured by 180 bar tenders.
- 10,000 Champagne glasses will be used.
- 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 28th 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 14 and under race for free.
- The Baldonnel Choir will perform on Tuesday.
- Leah Moran Stage School & Vicky Barry Stage School will perform at the Festival on the Saturday.