

A promotional poster for the Punchestown 2023 Festival. The background features a close-up of a man in a red and white racing jacket holding a large, ornate silver trophy. The trophy is covered in intricate relief carvings of various figures and scenes. The text is overlaid on this image.

PUNCHESTOWN

2023

**FESTIVAL**  
**FACTS**  
**&**  
**INFO**

**TUESDAY 25 - SATURDAY 29 APRIL**

RACING • SOCIAL  
STYLE • CORPORATE • FAMILY

# Punchestown Festival 2023

- The 2023 Punchestown festival takes place from Tuesday 25th to Saturday 29th April.
- The Punchestown Festival commences on the final Tuesday of April each year.
- The anticipated attendance for 2023 is 118,000. The 2022 attendance was 115,000.
- The direct economic value of the Festival is estimated at €60 million based on independent research by the economics department of \*NUI Maynooth.
- The fifth day (Saturday) was introduced in 2008 and has grown in attendance from just over 2,300 to a record high of 37,206 in 2019. Over 8,000 of this number were children under 14 years of age.
- Over 160 overseas journalists, photographers and TV crews are expected.
- In 1850 the first recorded race meeting was held at Punchestown

## Racing - What's the big deal?

- Punchestown is the grand finale of the Irish jump racing season which concludes on the Saturday of the festival each year. Sunday is a non-racing rest day and the new season commences the following week.
- The season's champions are crowned in a parade ring presentation on Saturday afternoon. Occasionally a rider, trainer or qualified rider championship decider could come down to a nail-biting conclusion on final day.
- The festival hosts 12 Grade One races which is the highest quality race category.
- 40 races in total will take place across five days with a total of €3.36 million in prize money on offer.
- Final's of race series, championship and premium race deciders take place at the festival.
- The Festival attracts the top trainers and jockeys from both sides of the Irish Sea including Willie Mullins, Henry de Bromhead, Paul Townend, Nicky Henderson, Rachael Blackmore, Paul Nicholls.
- Traditionally there are more British trained runners at Punchestown than all other Irish jump meetings combined.
- Willie Mullins has won champion trainer at the festival a total of 19 times. Mullins landed a record 19 winners at the 2021 Festival.
- 160 acres of racing ground is prepared. 13 kilometers of white rail is erected. 212 metres of steeplechase fence is made and 6,000 bundles of birch are hand-packed in hurdles.
- Between 570 and 620 horses will compete. 423 fences will be jumped over 153kms of racing ground.
- Punchestown honours the grass roots of jump racing with a generous allocation of qualified rider and cross-country race through the festival programme.
- Punchestown is the only racecourse in Ireland that hosts cross-country racing over 35 obstacles styled on natural countryside fences, banks and hedges.

# Who Attends the Festival?

- Between 100,000 and 120,000 people attend over five days.
- AB1 and ABC1 categories account for 88% of hospitality market. Average age group 35 - 65.
- 25 - 45 years of age is the Friday ticket buying audience. 8,000 children and their families attend on Festival Saturday.
- The demographic is almost 50/50 split of male and female.
- Dublin, Kildare and surrounding counties account for 60% of the attendance.
- 20% of the attendance is UK based.
- An active joint promotional campaign has been established with 26 UK racecourses..
- Average stay is 3 nights and 73% chose hotels in the Kildare and Dublin region.
- In Kildare and the surrounding areas, \*€25.3m was spent outside the racecourse on accommodation, food, drink and entertainment during the five day festival.

## Ireland's Largest Corporate Sport Event

- Around 17,000 corporate hospitality clients will be catered for at the 2023 Festival.
- 158 UK based companies have purchased corporate hospitality in 2023
- 795 companies in total purchased hospitality for Punchestown 2023.
- Over 812 companies are directly involved with the event as clients, sponsors, suppliers or corporate partners.

## Festival Catering by Numbers

- 420 catering staff and 60 chefs prepare fresh, seasonal produce.
- 9 pastry chefs will spend 1,580 hours producing over 15,000 portions of handmade desserts.
- 2,000 portions of Grass Fed Irish Lamb & 7,500 Irish beef fillets will be prepared.
- 1050 loafs of freshly baked artisan bread will be served.
- 1000 portions of the freshest Irish fish
- 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.
- 126,900 pints will be poured by 280 bar tenders.
- 10,000 Champagne glasses will be used.
- An average of 45,000 burgers and 38,000 portions of chips will be served.
- 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 fish will be ordered.

# Punchestown Festival Social Scene:

- Osprey Avenue is home to 20 exhibitors showcasing homegrown design, art and craft.
- 15 live bands and D.J's will perform throughout 12 bars, 4 pavilion and 12 restaurants.
- There will be 5 different parades over the five days at Punchestown.
- Street Theatre and live performers will circulate the enclosures
- There are 41 public dining options at the 2023 Festival.

## Bollinger Best Dressed 2023

- 2023 Bollinger Best Dressed Competition is open to all genders and ages. Be brave. Take part.
- It takes place over the first four days with daily winners progressing to the Grand Final on Ladies Day Friday 28th April.
- Finalists will be chosen by The Style Council which is a collective of Irish fashion, image and lifestyle industry leaders.
- The winner will enjoy a money can't buy invitation only visit to Paris and Bollinger Estate.
- The trip includes flights, a private tour of the Bollinger Estate, chauffeur transfers, a night of luxury accommodation and Michelin dining in Paris and a case of Bollinger Special Cuvee to top it all off.
- Daily winners will enjoy an exclusive goody bag.
- Based on independent research, €7 million is spent by female racegoers on attire for the Festival

## Fundraising at Punchestown:

- A total of 5 charities will carry out fundraising activity at the festival including Samaritans, Barretstown and Cystic Fibrosis Ireland.
- The GAA Clubs of Eadestown, Ballymore Eustace and Naas raise funds through the event.
- The 32nd running of Punchestown Kidney Research Fund Charity Race will take on the final day of the event. Almost €2million has been raised by this charity at Punchestown

## Punchestown Family Fun:

- The Ballymore Festival Family Day programme on Saturday 30 April incorporates an art competition in local schools involving over 6,000 students.
- The Festival Carnival and family fun area will provide a variety of children's entertainment including Balloon Modelling, Face Painting, dance displays and pony rides. Food & Beverage units will also be situated in this area.
- All children 14 and under race for free once accompanied with an adult.
- The Baldonnell Choir will perform on Tuesday.
- Leah Moran Stage School & Vicky Barry Stage School will perform at the Festival on the Saturday.