



**2015  
Summer Race Meet  
Report**

**Presented to the Board of Directors**

**October 21, 2015**





# SARATOGA 2015

## SARATOGA RACE MEET RESULTS

	2015 Actual	2014	Improvement
Live Handle	\$157,647,599	\$150,387,443	4.8%
Export Handle	\$498,474,065	\$424,684,768	17.4%
NYRA Handle	\$656,121,664	\$575,072,211	14.1%
Import Handle	\$41,491,835	\$41,373,221	0.3%
All Sources Handle	\$697,613,499	\$616,445,432	13.2%

	2015	Improvement from 2014
Food-Beverage-Merchandise	\$13,202,000	13.8%
Attendance	1,065,000	9.7%



**SARATOGA 2015**



# **ENHANCING FAN EXPERIENCE**

- Saratoga Walk of Fame
- New lower carousel: Fourstardave
- Tom Durkin Replay Center
- New boards in the backyard



**ENHANCING  
FAN EXPERIENCE**

# **CAPITAL IMPROVEMENTS 2015**

# WALK OF FAME



# FOURSTARDAVE SPORTS BAR



# TOM DURKIN REPLAY CENTER



# IRRIGATION UPGRADE



# DORM RENOVATION



# BARN EXPANSIONS



**BARN 1**

# BARN EXPANSIONS



**BARN 10**

# DORM CONSTRUCTION



# DORM CONSTRUCTION

Final Rendering



# **AQUEDUCT®**

## **HORSEMEN'S LOUNGE**





**ENHANCING  
FAN EXPERIENCE**

# **CAPITAL IMPROVEMENTS 2015**

A black and white photograph of a horse race in progress, with several jockeys on horses competing on a track. The focus is on the lead horse and jockey in the center.

# IMPROVING QUALITY OF RACING

The logo for Saratoga, featuring a stylized red tent or canopy above the word "SARATOGA" in a serif font. A small silhouette of a horse and jockey is integrated into the letter "O".

SARATOGA®

**2015**

- First non-Breeders Cup event to wager over \$16 million a day in race handle on the NYRA product.
- 14.1 % increase in total handle on NYRA product.
- 19 Pick Six carryovers – Average carryover was \$161,527.



# RACING REPORT

# ALLOWANCE RACES



	2011	2012	2013	2014	2015
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Number of Allowance Races	72	79	89	107	107
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Percent of Total Races	18.1%	18.9%	21.1%	25.9%	25.9%
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# CLAIMING AND STARTER RACES



	2011	2012	2013	2014	2015
Number of Claiming/Starter Races	97	98	97	97	97
Percent of Total Races	24.4%	23.5%	23.1%	23.4%	23.4%
Open Claiming	22	11	4	43	46
Conditional Claiming	63	73	66	35	40
Starter Races	12	14	27	19	11

# MAIDEN CLAIMING RACES



	2011	2012	2013	2014	2015
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Number of Maiden Claiming	58	59	47	44	45
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Percent of Total Races	14.6%	14.1%	11.1%	10.6%	10.9%
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# TOTAL RACES FOR MEET



	2011	2012	2013	2014	2015
<b>Total Races for Meeting</b>	<b>397</b>	<b>417</b>	<b>420</b>	<b>413</b>	<b>413</b>
<b>Days</b>	<b>39</b>	<b>40</b>	<b>40</b>	<b>40</b>	<b>40</b>
<b>Total Handle NYRA Races</b>	\$526,983,000	\$590,187,876	\$589,916,930	\$575,072,211	\$656,121,664
<b>Average Field Size</b>	<b>8.32</b>	<b>8.43</b>	<b>8.14</b>	<b>7.97</b>	<b>8.36</b>
<b>Races Off Turf</b>	<b>42</b>	<b>27</b>	<b>24</b>	<b>30</b>	<b>10</b>



**SARATOGA 2015**



# **ENHANCING FAN EXPERIENCE**

- New reserved seating policy
- Fourstardave: Over 2,200 tables reserved
- Picnic Tables: Over 2,800 tables reserved



**ENHANCING  
FAN EXPERIENCE**

# **FAN ENGAGEMENT SURVEY 2015**



# FAN ENGAGEMENT SURVEY

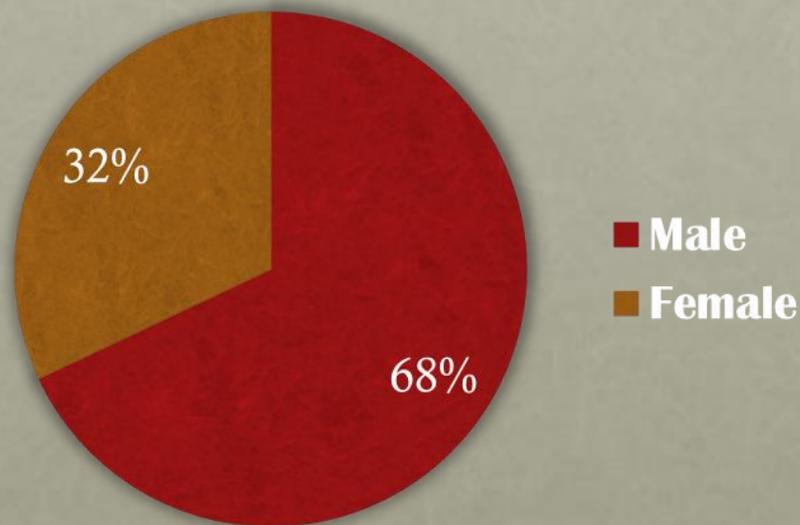
2015 Saratoga Meet



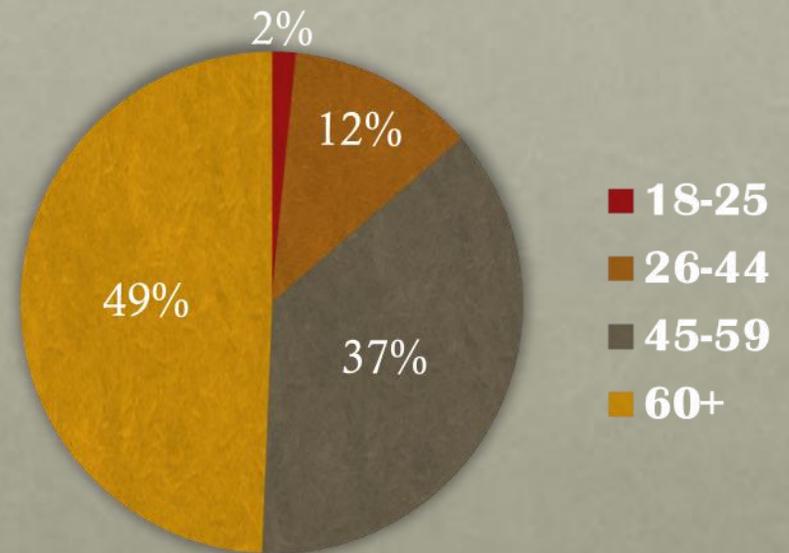
# FAN DEMOGRAPHICS

**37%** Fan survey response rate

**Gender**

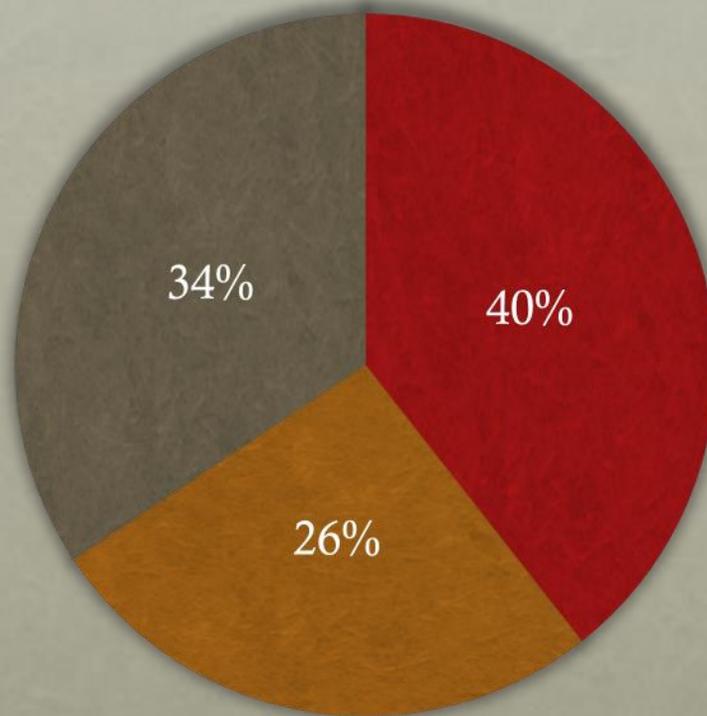


**Age Range**



# VISITING SARATOGA

## Travel Origin



- Albany Tri-state area
- Other Northeast
- Outside Northeast



# VISITING SARATOGA

**38%**

Of respondents spend  
an average of  
**9 days and 8 nights**  
in Saratoga



# VISITING SARATOGA

**47%**

**Visit with a group of family and/or friends**

**42%**

**Have 3-5 people in their party**



# WAGERING

**99%**

**Wagered on races**

**69%**

**Bet 8 or more  
races daily**

**33%**

**Wagered \$20-\$50 on  
average per race**

# CONCESSIONS & MERCHANDISE

**40%**

**Spent between \$100-\$300  
on food and beverage**

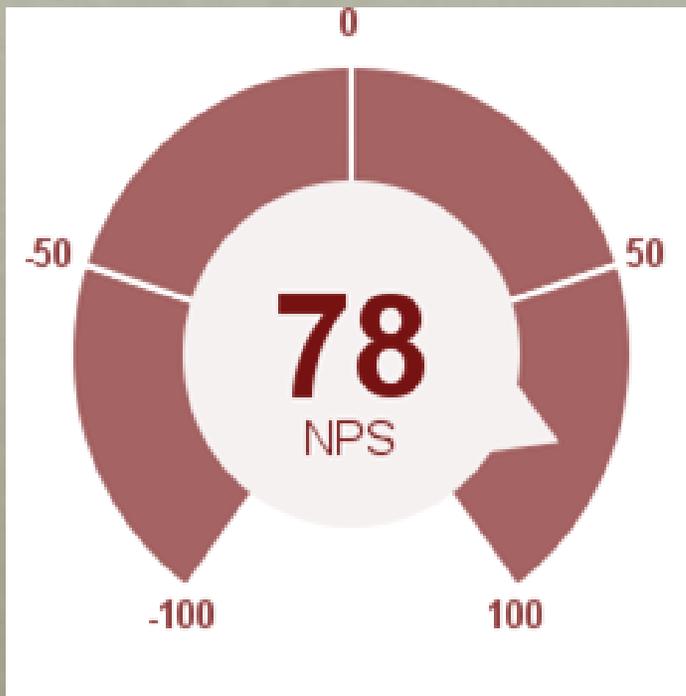
**32%**

**Spent more than \$75 on  
merchandise**



# OVERALL FEEDBACK

**NET PROMOTER SCORE (NPS®)=78**



When asked the likelihood of recommending a visit to **Saratoga Race Course** to a friend or colleague, **82%** rated a 9 or 10 on a scale of 1-10. **They are our active promoters.**

**\*Industry NPS (entertainment/tourism) benchmark with survey company is 30.**





# FAN ENGAGEMENT SURVEY

## 2015 Saratoga Meet



# SARATOGA



# SARATOGA



# SARATOGA



# SARATOGA



**THANK YOU!**



**SARATOGA**



# BELMONT FALL

# MEET



DATE	RACE
Saturday 9/12	Sands Point; Temperence Hill Invitational
Saturday 9/19	Noble Damsel
Saturday 9/26	<b>Turf Classic Day</b> (Featuring 5 Graded Stakes)
Saturday 10/3	<b>Super Saturday</b> (Featuring 6 Graded Stakes)
Saturday 10/10	Knickerbocker
Saturday 10/17	Futurity; Athena
Saturday 10/24	Empire Showcase Day (Featuring 8 NY-bred stake races)
Friday 10/30	Breeders Cup at Keeneland; Awad; Turnback the Alarm
Saturday 10/31	Breeders Cup at Keeneland; Bold Ruler; Chelsey Flower

Through 9/27 ↑ 10.4%

Through 10/18 ↑ 5.4%



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