



Ascot Racecourse Media Release

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Ascot Racecourse moves to reduce density at Royal Meeting to improve customer experience

Ascot Racecourse today announces plans for Royal Ascot (14th to 18th June) to reduce density and improve the customer experience.

As part of a long term ambition and following feedback from racegoers attending the smaller scale Royal Ascot in 2021, capacity numbers will be reduced across the Royal Enclosure, Queen Anne Enclosure and Windsor Enclosure for all five days of the Royal Meeting.

In the Royal Enclosure, capacity on each day will be reduced by 1,000 people while the Royal Enclosure Gardens will be extended, creating a new area for circulation next to the track.

Capacities for the Queen Anne and Windsor Enclosures will be reduced by 4,150 and 2,000 respectively and new facilities will be introduced.

The Village Enclosure, located on the Heath in the middle of the course, will be in operation for the first time since 2019 where there is the space and scope to expand on the previous capacity of 6,500.

Felicity Barnard, Commercial Director at Ascot, said:

“We are really pleased to be making these customer-focused changes to Royal Ascot this summer. They will provide an improved experience for all our racegoers across the three main enclosures, ensuring a more enjoyable atmosphere and better access to facilities throughout the site.

“A key message in the feedback from the 2021 Royal Meeting, when attendance was limited to 12,000 per day as part of the Government’s Events Research Programme, was that people really appreciated the benefit of additional space.

“This set us on a journey to look at how we could reduce density to improve comfort across the site going forward in a ‘normal’ scenario. Incorporating feedback from previous years and other racedays, it became clear to us that we needed to make a fundamental change in terms of the capacities across the site.

“This was especially the case in our premier public area – the Queen Anne Enclosure – and reducing the number of people there significantly and investing in improved facilities will deliver a much better environment for people to enjoy the world-class racing on show.

“It is crucial that we protect the unique and very special sense of occasion that people feel when they come to Royal Ascot and we hope that these changes will provide an enhanced experience for all our racegoers.

“Ticket sales have been strong since launch last summer and they will clearly be in higher demand as a result of these changes at what will be a special Royal Meeting in the Platinum Jubilee year.”

ENDS

Notes to editors:

Main site daily capacities for 2022 compared with 2019 are outlined in the table below:

	2022	2019	Reduction	
RE	12,500	13,500	-1,000	-7%
QA	16,600	20,750	-4,150	-20%
WE	15,000	17,000	-2,000	-12%

In 2020 Royal Ascot was run behind closed doors and in 2021 it was part of the Government’s Events Research Programme with a maximum site capacity of 12,000 per day. Therefore 2019 is used as a comparison in the table above.

The Royal Enclosure is a private members’ area. The Queen Anne Enclosure is the main public enclosure, with access to Parade Ring viewing (accessible to Royal Enclosure members as well). The Windsor Enclosure is the second public enclosure on the main site, separate to the Royal Enclosure and Queen Anne Enclosure.

The Village Enclosure operates only on the busiest days from Thursday to Saturday. It will be extended in size allowing scope to expand attendance in this area.

The Heath Enclosure adjacent to the Village Enclosure remains a casual, walk-up option for on-the-day visitors.

Hospitality (restaurants, boxes etc) is not included in the figures above as all guests in these areas are accommodated in their own facilities.

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