INTRODUCING
THE GALWAY RACES SUMMER FESTIVAL
MONDAY 26TH JULY TO SUNDAY 1ST AUGUST 2021
The Galway Races...then

1st race meeting, Tuesday 17th August 1869
40,000 people turned up to watch the racing.
The park at Eyre Square had to be used as a camping site for the huge crowds that arrived in the town well in advance of the two-day race meeting.
Passion for the Event
Vision for the Future
Lead from the Front
“Galway” continues to do what it has always done. It stirs the soul, makes our hearts beat that little bit faster, brings us together as families and generations. It gives us an occasion to celebrate and provides a degree of certainty in a sometimes-uncertain world.

It has survived and thrived....it is a race meeting like no other, it creates a feeling like no other. The style, the entertainment, the sense of history and all the thrills of top-quality racing. Thinking about it is enough to give you goose-bumps. Or, in other words, it’s enough to make your hair stand on end!

It’s an experience.

Unmissable!
A RACE MEETING LIKE NO OTHER
Magic moments both on and off the track. Friendships. Family. Reunions.

2019: SNAP SHOT
- Ireland’s Largest Horse Racing Festival
- Contributes over €54 million to the local economy
- Celebrated a Huge Milestone (150 years)
- Sell Out Corporate Hospitality
- Impactful Community Engagement Programme
- Huge Ground Swell of Support: 145,000 people
- Rewarded Supporters (pin, brochure and photo gallery)
- Record Breaking Prize Money: €2.3 Million
- Presented Our New Look Logo
- Largest Musical Line Up yet! 47 Live Acts
- Unveiling of Bronze Sculpture ‘Leading in the Winner’
- €6 Million+ press coverage (increase of €1.6 million on ’18)
- #GalwayRaces 1.6 Million Impressions on Social Media
- Children’s Race Day Mascot Experience
  (A 1st for a race course in Ireland)
- Improved Owners & Trainers Parade Ring Lounge
- Delivering the Best Possible Customer Experience
SITUATION ANALYSIS
2020 is a year of special rules, exceptions, agility & thinking outside the box.

Ireland’s Covid-19 Timeline

12th March
Leo Varadkar announces closure of schools, colleges and creches in ROI

27th March
Everyone must stay at home except to care for vulnerable, short exercise and shop for essentials

10th April
Government announce restrictions to remain in place until 6th May

20th April
Reported cases in Ireland pass the 20,000 mark

16th May
Phase 1 of reopening commences. Some retail outlets reopen

8th June
Government announces accelerated reopening of the country

18th June
Phase 3 of the accelerated plan to end lockdown is announced

20th June
Phase 3 of reopening commences. Pubs reopen under restaurant licenses

7th July
COVID-19 contact tracing app launches

23rd July
Regional lockdown is put in place for Kildare, Offaly & Laois following factory outbreaks

8th June
Phase 2 of reopening commences. All retailers open

26th June
Phase 2 of reopening delayed until August 10th

16th July
Revamped roadmap of Phase 3 outlined by The Government

22nd July
Green list for travel is published

4th August
Phase 4 is delayed for the second time and will be reviewed on August 31st

12th August
The Government announces they are working on a new colour-coded system to replace Phases
WINNER ALRIGHT...
150 years of making your hair stand on end.
THANK YOU FOR YOUR SUPPORT

Collaboration is multiplication.

John C. Maxwell
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