

Christmas Gift Idea – Musselburgh Racecourse



Okay so this is an early Christmas present as it starts with the pre-Christmas meeting on 7 December – but we are sure someone you know might like it!

Musselburgh Racecourse is rolling out a winter warmer for jumps racing fans which will save them more than £75.

The '4 for £4' campaign gives racing fans entry to four National Hunt meetings for only £4, compared to the £80 admission it would normally cost.

The online deal launches for the pre-Christmas Monday meeting on 7 December and includes racing on 20 January and 8 and 17 of February.

Aisling Johnston, marketing manager at the East Lothian course, said the campaign was aimed at giving something back to racegoers and boosting the atmosphere during quieter months of the winter season.

She said: "This is an early Christmas present from us to our regular racegoers who come out in all weathers. We want to generate a bit more buzz over the winter months and our 4 for £4 offer is hard-to-beat value in any sport."

Musselburgh has a strong track record on incentivising racegoers, including a recent discounted package which attracted a record 150 students to a meeting, and it holds themed and family days with free entertainments throughout the year to appeal to a wider audience.

The racecourse has introduced a free shuttle bus service to take racegoers using the new Borders Rail Link to and from

Newcraighall Station, adding to its existing shuttle service from Wallyford Station.

Aisling added: “We are in an extremely competitive sector where customers are discerning about how they spend their leisure pounds. If we can make it easier on the pocket and easier to get to and from the racecourse, we hope to build on our attendance figures over the season.”

For more information and to book ‘4 for £4’ tickets visit <https://www.musselburgh-racecourse.co.uk/four-for-four.asp>