

Musselburgh Racecourse keeps its five stars!



The Edinburgh Cup Raceday sponsored by
Edinburgh Gin at Musselburgh Racecourse
4 June 2016

Great news this morning that VisitScotland has announced that Musselburgh Racecourse is still on track when it comes to offering a great day at the races and that it will retain its 5 star status this year..

As well as that Musselburgh is the only UK racecourse to be awarded three Excellence Accolades by the The Racecourse Association (RCA).

The RCA, in partnership with VisitScotland and VisitEngland, annually assess the UK's 60 racecourses through the Quality Assured Racecourse Scheme, which also allows benchmarking against other sporting and leisure venues.



Musselburgh Racecourse – Easter Sunday Family Day.

Pic shows the winner of the Musselburgh Gold Cup, Lady Kashaan ridden by Shane Gray and trained by Alan Swinbank who drew clear in the final furlong to win comfortably.

The national tourism boards provide a rating on the racecourse as a quality day out, taking into account efficiency and friendliness of customer service, cleanliness of facilities as well as speed, quality and efficiency of the racecourse operation.

Musselburgh, along with Ayr, retained their five star ratings – the highest grading awarded by VisitScotland – and Musselburgh continued to excel by also being ranked within the top 10% of all attractions in Scotland.

The RCA Excellence Accolades reward specific areas of the assessment for achieving exceptionally high marks. Of the six Accolades available, Musselburgh was the only racecourse to collect three in the Fast Food Outlet (Pinkies Bar), Bar Area (Rockavon) and Lovely Loos categories.

RCA Chief Executive Stephen Atkin said: “British Racecourses have demonstrated that they offer a fun, exciting and value for money day out when compared to other attractions. We are very proud of the service that all of our racecourses offer and this is backed up by the results from VisitScotland.

“Our partnership with both tourism boards gives added assurance to customers whenever they visit a racecourse. The results show that racecourses large and small can all compete on the same level when it comes to quality and that is one of the unique attractions of British racing. I am particularly pleased for the winners of the RCA Excellence Accolades having been independently awarded a marque for excellence in offering a first-class customer experience.”

Malcolm Roughead, Chief Executive of VisitScotland said: “We are delighted that both Musselburgh and Ayr racecourses have not only retained our highest accolade for quality – 5 stars – but have also won so many RCA Excellence Accolades. The awards are a true testament to the brilliant work being done by teams at racecourses to create a wonderfully unique and enjoyable experience for all.

“The VisitScotland Quality Assurance scheme is world-leading and provides a trusted, independent and impartial source of information for visitors. It is about much more than just a star rating – it is about the entire visitor experience and

investing in the business to make it as economically sustainable, and profitable, as it can be.”

Musselburgh Racecourse chief executive, Bill Farnsworth, said: “To receive three RCA accolades, which was the highest number awarded to any racecourse in the UK, is an outstanding achievement and its all down to the hard work of the dedicated team who work tirelessly behind the scenes to make each race day such a success.

“Retaining VisitScotland’s 5 star status is hard earned and to achieve this standard consistently is a great credit to everybody involved with Musselburgh Racecourse and another feather in our cap.”

Musselburgh is now preparing for the start of its 2017 Flat season on Easter Saturday (15 April) and an Early Bird offer until 31 March provides entry at £20, with raceday admission set at £30.

For more information and to book tickets please visit www.musselburgh-racecourse.co.uk