



HORSE RACING IRELAND
OWNERSHIP



OWNER SURVEY RESULTS 2025

Dear Owner,

In 2025, Horse Racing Ireland (HRI) Ownership conducted two key pieces of research to better understand owners' needs and expectations.

These included a qualitative study with Red C to explore the overall ownership experience, and a broader survey sent to all owners at the end of 2024.

We're grateful to everyone who took the time to share their views. This brochure highlights the main areas of feedback and the steps we're taking in response.





Survey Results

Owner Information

Owners told us they would like clearer information around ticket allocation and what to expect on a race day. In response, we've updated our Owner Information Guide, which is sent to all new owners and also available online [here](#).

You can also find details of what each racecourse offers to owners on our [website](#), or feel free to contact a member of the Ownership team directly – we're always happy to help.

Raceday Access

We understand that the current race day access process can be frustrating. While this is a complex area involving multiple stakeholders, we want to assure you that we are actively working with all parties to find improvements and create a smoother experience for owners.

On-Course Hospitality Experience

Owners shared that a more consistent on-course experience is needed across all tracks. Key areas included a warm welcome on arrival, well-trained hospitality staff, reliable ticketing, and sufficient seating.

We're raising these points with the Association of Irish Racecourses (AIR) and will continue to advocate for a high-quality and consistent race day experience for owners nationwide.

Survey Results

Behind-the-Scenes Content

Many of you enjoy seeing more of the sport beyond the track. Through our channels @hriowners, we've shared behind-the-scenes videos from over 20 yards this year, capturing owner moments and trainer insights. These have featured across our social platforms, Racing TV and more.

We'd love for you to get involved — please tag @hriowners in any content you capture at yards or on course, and help us showcase the vibrant community behind horse ownership.

Communication & Events

The Red C research highlighted a desire for more regular and engaging communication from HRI Ownership. While current communications are appreciated, there's an opportunity to do more to connect with both new and existing owners.

To that end, we'll begin sending owner updates via email approximately every six weeks, including news, event invitations, ticket offers and ownership initiatives. We promise not to overload your inbox, and you can opt out at any time.



Owner Loyalty



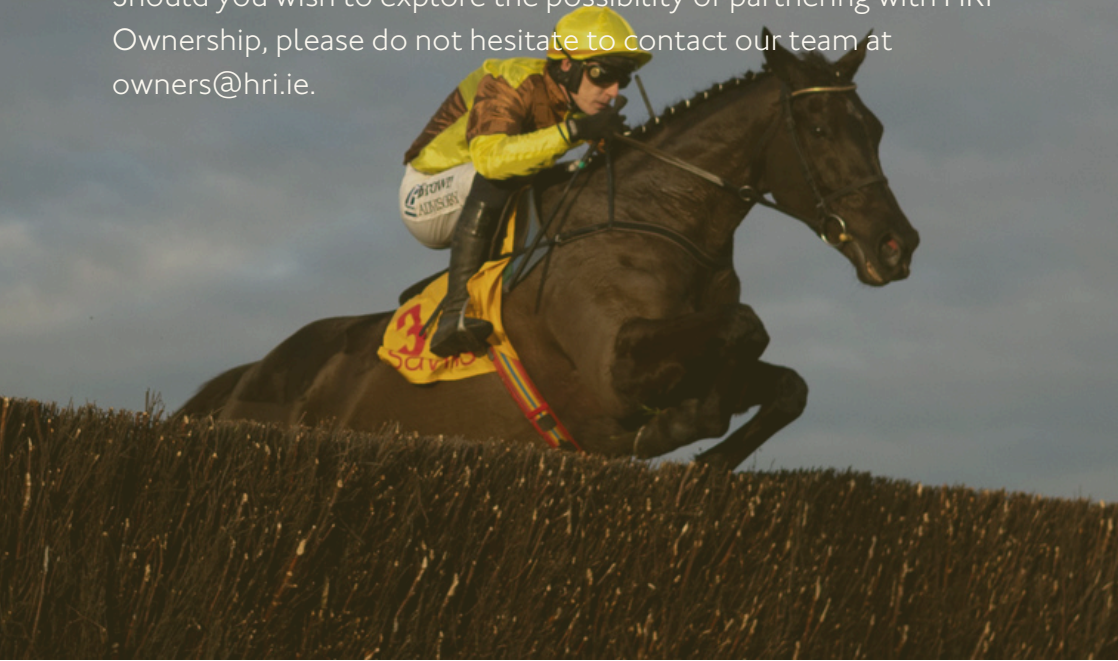
To enhance the ownership experience, we are pleased to introduce **The Winner's Circle**, our owner loyalty programme aimed at enhancing your ownership experience. We are delighted to collaborate with a select group of esteemed brands to offer racehorse owners a range of exclusive benefits and offers available only to active owners.

Keep an eye on the loyalty page as offers and partnerships will be added throughout the year.

[To view the page on our website click here](#)

The programme includes benefits from our valued partners and ticket offers to race days and events both in Ireland and abroad. Keep an eye on the website and your email for new offers.

Should you wish to explore the possibility of partnering with HRI Ownership, please do not hesitate to contact our team at owners@hri.ie.



New Owners

Throughout the surveys, existing owners clearly recognise the importance of attracting new people to the sport, and many highlighted that shared or multiple ownership is often the best first step.

We're preparing to launch a campaign to promote syndicate ownership leading up to Christmas — if you see it on social media, please do like and share it.

Our research shows that most new owners get involved through friends or family. We recognise your advocacy is vital. We are developing events and initiatives for 2026 to encourage you to share your ownership experiences.





Future Expectations & Emerging Needs

While many owners are satisfied with the level of access and responsiveness they receive from HRI Ownership, there is an expectation for the service to evolve. There are also a number of areas highlighted that owners feel we should focus on going forward:

Modernization & Digital Tools

Initiatives to attract a younger audience and bring in a broader demographic through more accessible entry points.

Inclusivity & Expansion

Long-term, HRI Ownership is expected to not only support race day logistics but also to enhance the “social creds” of the sport – emphasising horse welfare, safe sport, and the overall heritage and quality of Irish racing.

Holistic Experience

There is a clear expectation for new digital tools that enhance transparency, engagement, and real-time updates.

How we can Address

Many of these areas are key touch points within the HRI Strategic Plan and we are working with our colleagues to collectively address some of the issues and concerns facing the racing industry.

Through our correspondence to owners we will keep you in the loop as to the solutions and actions being implemented to address all areas highlighted.

Useful Contacts



HRI Ownership

For all information relevant to you as a racehorse owner, to contact the team, for the latest news, race day tickets, loyalty etc.

T: +353 (0)45 455 455

E: owners@hri.ie

Alternatively, find our direct contacts [here](#)



Registrations Department

For queries relating to naming your horse, your colours registrations, or adding a new trainer to your account.

T: +353 (0)45 455 424

E: registrations@hri.ie



Client Accounts Department

For queries relating to the withdrawal or lodgement of funds, etc.

T: +353 (0)45 455 444

E: support@hri.ie



AIR

For queries relating to your AIR Cards.

T: +353 (0) 1 6760911

E: info@air.ie



AIRO - Association of Irish Racehorse Owners

Should you wish to join or contact the Association of Irish Racehorse Owners, visit www.airo.ie

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