



# ROYAL ASCOT

For Immediate Release

## ROYAL ASCOT IN NUMBERS 2019



- Grass is cut to a regulation **4 inches** for the Flat season and **3 miles** of bunting is to be installed
- **More than a quarter of a million** finger sandwiches, **240,000** hand-crafted afternoon tea cakes and **120,000** buttermilk scones to be served
- More than **12 million** user engagements expected across Ascot's social media channels
- Set to be broadcast in **201** countries around the globe with a reach of **531 million** households

Ascot Racecourse is almost set to open its gates for five days of world-class racing, pageantry, high fashion and Fine Dining from Tuesday 18<sup>th</sup> to Saturday 22<sup>nd</sup> June 2019.

Royal Ascot will feature **19** Group races, including **eight** Group Ones, with total prize money across the five days in excess of **£7.3m**. Around **300,000** guests are expected to attend the Royal Meeting this year to witness the spectacle with **70,000** racegoers attending Thursday's Gold Cup Day.

**35,000** guests alone will enjoy Fine Dining or lunch service in a Private Box during the event and renowned chefs Raymond Blanc OBE, Phil Howard, Simon Rogan, Ollie Dabbous, James Tanner, Eric Lanlard and Neil Rankin are all involved this year, boasting **eight** Michelin stars and **21** AA Rosettes between them. Fine Dining has always been an important ingredient of the Royal Ascot

experience with **350** chefs serving **35,000** spears of English asparagus, more than **10,000** steaks, **8,000** Cornish crabs, **7,000** rumps of English lamb, **5,000kg** of salmon and **3,500** fresh lobsters throughout the week.

Synonymous with Afternoon Tea, the Royal Meeting will also serve **more than a quarter of a million** finger sandwiches, **240,000** hand-crafted cakes, **120,000** buttermilk scones, **110,000** cups of tea, **7,000** punnets of mixed berries and **1,200kg** of Cornish clotted cream.

Ascot's dedicated grounds team will cultivate and bed-in more than **20,000** flowers and shrubs across the **179-acre** racecourse especially for the event.

Approximately **400** helicopters and **1,000** limousines will descend on Royal Ascot with an average of **60,000** racegoers each day who will be greeted by the racecourse's **215** full-time personnel and **6,500** temporary staff.

Ascot Racecourse was established at the behest of Queen Anne in 1711. The centrepiece of Ascot's racing calendar, Royal Ascot is first thought to have taken place at Ascot in 1768 and is now arguably the world's most famous race meeting. It has been attended by British Monarchs ever since its inception and at 2pm each day the Royal Procession, in which The Queen, along with her family and guests, parade up the Straight Mile into the Parade Ring in landaus led by four Windsor greys.

Royal Ascot will be held from Tuesday 18th – Saturday 22nd June 2019. Tickets start from £37 per person with Saturday in the Windsor and Village Enclosures now SOLD OUT.

Fine Dining Packages starting from £339+VAT per person and Private Boxes from £810+VAT per person. To book tickets visit [www.ascot.co.uk](http://www.ascot.co.uk) or call 0344 346 3000.

[www.ascot.co.uk](http://www.ascot.co.uk) #RoyalAscot

**ENDS**

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### **NOTES TO EDITOR**

Ascot Racecourse was founded in 1711 by Queen Anne who saw the land had potential for horseracing. Royal Ascot in June is an occasion like no other in the sporting calendar. While its five days of flat racing attracts entries from around the world and is demonstrably a celebration of horseracing at its very best, it is also a social occasion like no other, steeped in history and synonymous with pageantry and style. On each of the five race days, The Queen arrives by Royal Procession along the racecourse with her guests, in full view of the 300,000 weekly spectators. At the heart of Royal Ascot is the Royal Enclosure which dates back to 1807 and the reign of George III. Within this area, a dress code of morning dress for men and formal day wear for ladies applies.