

For Immediate Release

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STUDENTS SKYPE WITH HONG KONG JOCKEY CLUB'S EXECUTIVE DIRECTOR



Tucson, AZ — Bill Nader, Executive Director of the Hong Kong Jockey Club woke up early to speak to the students in ACBS 442-Racing Business, Strategies & Global Perspectives last Thursday. Bill explained the Hong Kong Jockey Club's business model, which differs greatly from the U.S. The Hong Kong Jockey Club controls and regulates all aspects of its racing operations. Although they only race 83 days per year, the annual HKJC handle of \$14 Billion eclipses total U.S. thoroughbred handle.

Bill described the two racetracks that the Club controls-Happy Valley Race Course and Sha Tin. Happy Valley, located in the middle of the city, runs on Wednesday nights featuring a festive atmosphere with between race

entertainment and reduced price food and drink. Sha Tin, a much larger track outside the city, can host 100,000+ spectators for Hong Kong's big events and races on Sunday afternoons.

Hong Kong Jockey Club pays \$2.7 billion in taxes to the Hong Kong government and donates \$500 million to charities annually making it the largest supporter of the government and local community. The Club wants to continue improving the race going experience spending \$1 billion on refurbishing both race courses in the last nine years. Bill described the Club's commitment to all types of customers from offering the best amenities to complete transparency when disseminating racing information.

As far as what he would do with a limited budget as many tracks in the U.S. have, Bill said it is most important to be customer centric; identify the stakeholders and do as much for them as possible, look at how information is supplied as customer preferences change, and take care of horse owners.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

The University of Arizona Race Track Industry Program offers both a Bachelors and Master's degree program with an emphasis on the pari-mutuel racing industry.

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