



客戶

馬會事事以客為尊。這句話雖然看來了無新意，但卻中肯不過。社會瞬息萬變，在合法與非法競爭對手環伺下，馬會必須不斷優化服務，方可保留現有客戶並防止投注人士被非法外圍乘虛而入。因此，馬會本季度繼續以客為尊，推出活化賽馬策略，擴闊客戶基礎，打擊非法外圍，致力使百多萬顧客稱心滿意。

Customers

It may be a cliché but the customer really does lie at the heart of everything the Club does. And for good reason. Because in a highly dynamic environment, with a range of competitors both legal and illegal, the Club must constantly strive to serve its existing customers better and reach out to those who might otherwise turn to unauthorised betting channels. With this in mind, this season we have continued to strengthen our customer focus, pursuing strategies to revitalise racing, broaden our customer base, combat illegal operators, and serve the differentiated needs of our one million plus customers.





Reaching out to customers

連繫客戶

Racing is, and always has been, the beating heart of Hong Kong. And as the quality of racing entertainment reaches unprecedented heights, with Hong Kong horses and races now ranked among the world's best, the Club is seeking to re-energise Hong Kong's love affair with the sport.

Races now have much stronger branding, with the Magnificent Ten providing a monthly focal point around which to build customer interest. From the anticipation of season opening, to the fashionable glamour of Sa Sa Ladies' Purse Day, to the thrilling contests of the three international race days and top domestic race, the BMW Hong Kong Derby, to the finale of season end, each event is imprinted with its own brand identity. This is quite apart from the landmark National Day and Lucky Start January 1 racedays, and the Chinese New Year race meeting - by tradition the best attended of the year.

To engage customers with these and other racing events the Club has reached out through social media such as Facebook, Twitter and Instagram, and this season through the launch of Racing-HK on WeChat, which features a variety of racing news and updates as well as online games linked to major racedays. This popular presence also extends to the non-racing media, not least through the engagement of celebrity racing ambassadors for major racedays and through the coverage of our highly successful Happy Wednesday race nights at Happy Valley.

賽馬一直緊貼香港發展的脈搏。香港賽馬娛樂達到前所未有的高水平，本地多匹賽駒和多項賽事均享譽全球；有見及此，馬會正努力為賽馬運動重新注入活力，務求令廣大市民重拾賽馬熱忱。

近年，香港賽事形象較以往鮮明，其「精彩十大」為馬迷帶來每月一個焦點賽事日，包括萬眾期待的開鑼日、瑰麗時尚的莎莎婦女銀袋日、三個緊張刺激的國際賽事日及精彩的寶馬香港打吡大賽，以及煞科日。各項賽事均擁有獨特的品牌形象，吸引顧客的參與。其他精彩賽事包括國慶賽馬日、元旦賽馬日和全年最多觀眾入場的農曆新年賽馬日。

為進一步吸引顧客參與賽馬活動，馬會運用臉書、Twitter、Instagram等社交媒體平台，更於本年度馬季在微信推出「香港馬場」，發佈各式賽馬新聞和動向及推出大賽日相關網上遊戲活動；甚至是非賽馬媒體也廣泛報導本地賽馬動向，尤其是名人擔任主要賽事大使的消息，以及跑馬地周三夜馬大受歡迎的「Happy Wednesday」活動。



“The Club’s customer service always gives that bit extra. This is no accident but the result of an intelligent and team effort.”

Dr Herman Lau

「馬會的客戶服務總是略勝一籌，這絕對是團隊精英的合作成果。」

劉敏昌教授



Movie star Donnie Yen (top right) was this year’s Derby Ambassador, while themed merchandise (above) was a particular draw at National Day. And for Sa Sa Ladies’ Purse Day (right) there were prizes for the best dressed racegoers.

影星甄子丹(右上) 是今年的「打吡大使」，而主題精品(上)是國慶賽馬日的一大亮點。至於莎莎婦女銀袋日(右下)則設有獎品豐富的入場人士「最佳衣著大賽」。





Revitalising the racegoing experience

The new Digital Zone at Sha Tin Racecourse. 沙田馬場數碼專區。



Ultimately there is no better way to engage with customers than through the live racing experience, and this is why racecourse revitalisation is central to the Club's customer strategy. This has encompassed a substantial and ongoing HK\$6.3 billion investment to create new venues and refurbish existing ones, and also attention to the overall racecourse experience as it is perceived by the broad range of customers. From the dedicated and expert racing fan, to the food loving racing aficionado, to the curious tourist and fun-loving party-goer, the intention is to create a racecourse which is welcoming and satisfying for all.

This year saw racecourse revitalisation enter its third phase with the opening of ten new or refurbished venues.

At Sha Tin, Members can now enjoy a newly refurbished Paddock restaurant, taking full advantage of Grandstand One's spectacular glassline extension, while those seeking a more dedicated wagering and dining environment can make exclusive use of a new venue, The Monopoly. Building on the success of the Young Members Box in Happy Valley a similar box has now been introduced in Sha Tin, providing a relaxed environment for brunch as well as the latest interactive tablet tables. And to cater for the expanding needs of the Racing Club an extension has been opened, modelled after the successful Racing Club Noodle Bar in Happy Valley.

Also in Sha Tin is the all-new Digital Zone and Roof Deck@2M. Like the Hay Market, which opened last season, this is also dedicated to the needs of the next generation of racegoers. The Digital Zone offers an immersive digital experience, including a racing studio with interactive tablet tables and free iPad usage, TV walls and interactive programmes, while the Roof Deck garden serves as a casual venue for the outdoor racing experience. Meanwhile a new tourist zone provides a dedicated service for Putongua speaking visitors, with enhanced seating and TVs and a Putonghua broadcast service.

“The Hay Market is a great place for a stylish Sunday brunch. The interactive racing tools make it so easy for my newbie racegoing friends to get to grips with the sport.”

Mr Jeffrey Lai

「『喜馬當先』是享受時尚周日早午餐的好去處。餐廳裡的互動賽馬設備，讓賽馬初哥也能領略這項運動的樂趣。」

黎國欣先生

活化賽馬體驗

The new-look Leading Edge at Happy Valley Racecourse. 跑馬地馬場先駿廊換新裝。

“Comfortable areas with big TVs, a great view of the racetrack from the balcony nice!”

Mr Wong Shun-hing

「環境舒適，
電視螢幕闊大，
露台跑道景致
一流一好！」

黃信興先生

Over in Happy Valley the Grandstand has undergone a major overhaul, including a new glassline extension on the 6/F and 7/F. Taking advantage of this is the Farrier On 6, a new air-conditioned betting hall with balcony, offering the latest racing technology and a variety of seating configurations to serve the needs of both dedicated and leisure racegoers. Also making its debut is Wins Café, modelled after its successful counterpart in Sha Tin and offering the dedicated racing fan a modern take on the familiar *cha chan tang* theme. The Leading Edge has also been thoroughly updated, with full Wi-Fi coverage plus large TV walls to provide big-screen racing imagery and information display, while new online booking replaces the old manual ticketing system. And not to be outdone, the popular outdoor dining restaurant, the Stable Bend Terrace in the Happy Valley Stand, has been refreshed with new décor, lighting and outdoor seating plus interactive tablet tables.



Another major refurbishment was the relaunch of the racecourse retail outlets under a new name: Gift At Races. Offering a new range of exclusive items, including limited edition merchandise linked to major racedays, the shops will further help enhance the brand identity of Hong Kong racing.

馬場內熱鬧刺激的氣氛是賽馬最引人入勝之處，因此，馬場活化計劃是馬會顧客策略的重心。馬會大幅投資六十三億港元，於馬場打造全新場所及翻新原有設施，並針對不同顧客需要，持續全面提升賽馬娛樂體驗，務求令資深馬迷、熱愛賽馬的美食家、初次到訪的遊客和追求盡情玩樂的派對常客，均能在馬場獲得稱心滿意的體驗。

馬場活化計劃在今年步入第三階段，十個全新或翻新設施在季內陸續開幕。

沙田馬場的會員設施會駿廳剛完成翻新工程，盡享第一座大看台落地玻璃擴闊工程完成後的廣闊馬場景致，而喜歡喜歡專心投注及用餐的會員可到全新的會員設施廳會軒。跑馬地馬場的Young Members廂房大受好評，沙田馬場的Young Members廂房今年亦已啟用，環境優閒舒適，場內亦設有平板電腦專枱。有見跑馬地競駿會麵條吧大受歡迎，沙田競駿會今年亦進行了擴建，以應付日漸增加的使用量。

沙田馬場還增設了全新數碼專區和2M花園，與去季開幕的設施喜馬當先一樣，全新數碼專區和2M花園專為新一代馬迷的需要而設。數碼專區帶來嶄新數碼體驗，現場設平板電腦專枱及免費iPad借用服務，更裝設大型電視屏幕播放多元化互動節目，而2M花園則讓顧客享受戶外輕鬆觀賽樂趣。沙田馬場同時增設了普通話遊客使用專區，座位舒適，並設有電視，提供普通話廣播，提升顧客賽馬新體驗。

跑馬地馬場大看台完成大型翻新工程，當中包括於六樓和七樓新裝的玻璃幕牆。六樓大堂在翻新工程後，搖身一變成為設有空調的全新投注大堂，設有最新賽馬投注設施、觀景露台及不同類型座椅配置，滿足不同馬迷的需要。緊接沙田馬場的聲勢，永勝冰室在今年登陸跑馬地馬場，以懷舊茶餐廳為主題，供資深馬迷細意回味。先駿廊同樣完成了整體翻新，不僅有無線網路覆蓋，並新設大銀幕播放賽事及資訊，以及以全新的網上預訂系統取代原來的人手售票模式。位於快活看台的戶外餐廳馬房灣露台的裝潢亦已煥然一新，換上新的燈光和戶外座位，並增設了平板電腦專枱。

賽事紀念品零售店翻新後，面貌煥然一新，並以全新名字「馬場有禮」亮相，出售不同系列的賽事限量紀念品，進一步塑造香港賽馬的品牌個性。

Enhanced product offerings 多元化精彩選擇

With Hong Kong a target for illegal and unauthorised betting operators, both foreign and domestic, it is imperative that the Club maintains its competitive position in the wagering market, not least to ensure that demand is provided for through legal and responsibly managed betting channels. In this respect, in March the Club was pleased to be awarded the highest level of accreditation under the Responsible Gambling Framework of the World Lottery Association, the second time the Club has received this recognition and making it the first in Asia to be recertified.

To strengthen the Club's competitive position against illegal and unauthorised betting operators, this season saw betting services offered on three new football leagues (Russian Premier, Chilean Division 1 and Mexican Premier) as well as on five major tournaments. Handicap and In Play betting was also provided on more matches, while In Play and Corner HiLo betting was extended to regular leagues.

The Club also continues to leverage its unrivalled strength in betting technology, in particular exploiting the potential of "big data". Last season the Club deployed advanced odds calculation technology to relaunch the popular Quartet bet. This season the same technology was used to create a merged pool for the Quartet and First 4, providing a larger and more stable pool for bettors. Customers have already been very responsive, with average raceday turnover on the Quartet and First 4 up by 69% since the launch of the merged pool.

在本地及海外非法及未獲授權的博彩營運商環伺下，馬會必須加強自身在博彩市場的競爭力，確保能透過合法及規範化的渠道滿足博彩需要。鑑於馬會的努力，「世界博彩協會」(World Lottery Association) 在三月向馬會頒發「有節制博彩」最高級別國際認證。此次已是馬會二度獲頒此殊榮，亦令馬會成為首家亞洲機構兩度榮獲此認證。

為加強競爭力，打擊非法及未獲授權的博彩營運商，馬會足智彩本季開始接受投注俄羅斯超級聯賽、智利甲組聯賽和墨西哥超級聯賽及五項大型盃賽。此外，足智彩為更多賽事開放讓球注項和即場投注，而一般聯賽亦已提供即場投注和角球大細兩個投注項目。

馬會繼續發揮先進博彩科技的威力，善用「大數據」的潛力。藉着先進賠率計算技術，馬會於上季重新推出大受歡迎的四重彩。本季乘勢推出四重彩及四連環合併彩池，令彩池更龐大穩定。合併彩池同樣深受顧客歡迎，推出至今兩項彩池於賽馬日的平均投注額上升百分之六十九。

QUARTET & FIRST 4 Merged Pool
四重彩及四連環 合併彩池

AVAILABLE IN EVERY RACE

Quartet Pick the first four horses in the correct order in a race (e.g. 8-12-5-1)

First 4 Pick the first four horses in any order in a race (e.g. 1-5-8-12)



New Jackpot*
 Jackpot will be allocated to the pool on specific racedays for higher return

www.hkjracing.com


博彩要有節制

- 未滿十八歲人士不得投注或進入可投注的地方。
- 向非法或海外莊家下注，最高可被判監禁九個月及罰款三萬元。
- 切勿沉迷賭博，如需要尋求輔導協助，可致電1834 633。

Play Responsibility

- No person under 18 is allowed to bet or enter premises where bets are accepted.
- Maximum penalty for betting with illegal or overseas bookmakers is 9 months imprisonment and \$30,000 fine.
- Don't gamble your life away. Call 1834 633 if you need help or counselling.

QUARTET & FIRST 4 Merged Pool
四重彩及四連環 合併彩池

合併彩池多寶*

合共 \$200 萬

5月31日 (星期日)
沙田日馬

三T第二關場次 (第5場)
尾場 (第10場)

\$100萬
\$100萬



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博彩要有節制

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數碼體驗 連繫客戶



Connecting with customers through the digital experience

Technology also offers increasing opportunities for customers to enjoy the betting and racing experience in new and enhanced ways. The Club already offers a wide variety of such opportunities and this season we extended our offering through the launch of new and improved digital information and entertainment platforms.

January saw the launch of HKJC TV Football, a mobile platform offering live football matches plus the latest scores and odds. The popular Racing Touch was also extended to Android mobile devices, significantly extending the availability of this graphically-rich horse racing and betting application. And with the launch of RacingHK on WeChat, customers now have an additional social media platform with which to keep up to date on general racing topics. Meanwhile the Racing Club website was revamped to provide more interactive functions for members, including event enrolment and table reservation.



隨着科技發展，博彩及賽馬體驗亦不斷推陳出新，為顧客帶來更佳的全新互動體驗。馬會一直致力豐富顧客體驗，本季進一步推出及更新一系列的數碼資訊與娛樂平台，令博彩及賽馬服務更全面。

馬會在一月推出手機應用程式 HKJC TV Football，提供足球賽事直播及最新賽果及賠率。大受歡迎、圖文並茂的 Racing Touch 本季亦在Android手機平台登場，方便更多馬迷運用此賽馬博彩平台；而「香港馬場」亦登陸了社交平台微訊，為廣大顧客提供最新的賽馬資訊。與此同時，競駿會的專頁亦完成了更新，為會員提供更多互動功能，包括活動報名和訂位服務。





It's always **Happy Wednesday** *at the Valley!*



Since its launch in 2009 Happy Wednesday has transformed Happy Valley racecourse into *the* mid-week entertainment hot spot in Hong Kong. Spanning seven different locations, from the ever-popular trackside Beer Garden and Stable Bend Terrace, to stylish dining in The Chalk, The Racing Club, The Gallery and the Young Members Box, to the cool vibe of *adrenaline*, Happy Wednesday offers racing fans and novice racegoers a unique blend of on-track action and off-track entertainment.

This season's Happy Wednesday was launched with a specially commissioned theme song "Home", written and performed by singer-songwriter Ben Semmens. And the music kept coming with Music Hits the Valley in January, a celebration of pop from the 60s' to the present day. Then it was the turn of world-class illusionists to conjure up some Magic in the Valley, just in time for Chinese New Year, which was seen in with a touch of nostalgia thanks to a partnership with retro stylists G.O.D. And after a taste of vintage vino with Wines in the Valley, Easter was celebrated with a parade and chocolate fest with the help of master chocolatier Godiva. Hi-tech was the theme of the Digital Nights party, with the latest Samsung gizmos on display. Le French May was celebrated with customary gastronomic style, and the season came to a dazzling end with a Bollywood extravaganza: When Hindi meets Happy Valley.

But the party's never really over at the Valley. See you in September!



“The digital and interactive racing facilities at *adrenaline* are awesome. My friends and I love to come here for social gatherings after work. In a word, amazing!”

Mr Mervyn Fung

「『adrenaline』的數碼互動賽馬設施一流。我們都喜歡下班後與三五知己在此共聚暢談。一個字 —『讚』！」

馮鉅熙先生



狂熱周三快活谷

自二〇〇九年「Happy Wednesday」面世後，跑馬地馬場已成為香港周中娛樂熱點。場內七個不同地點均佈滿馬迷及賽馬初哥，包括跑道旁的啤酒園、馬房彎露台，或時尚的勝於藍、競駿會、月貝凡、Young Members廂房及型格的*adrenaline*，一舉盡享賽道上的刺激賽事和賽道外的精彩娛樂。

今季的「Happy Wednesday」在唱作人Ben Semmens創作名為「Home」的主題曲旋律下揭開序幕。一月谷中再度響起樂音，「同『樂』快活夜」為大家帶來六十年代至今的經典流行曲。緊接着的是「Magic in the The Valley」和農曆新年期間與「住好啲」合作的懷舊「Fortune in The Valley賀年派對」。過後便是美酒洋溢的「酒·在快活谷」，再由知名朱古力品牌Godiva與大家以巡遊和朱古力派對迎接復活節。顧名思義，「Digital Night」以先進科技為題，為大家展示三星最新科技產品。法國五月一如以往，為快活谷帶來各式法式美食。本季的「Happy Wednesday」壓軸派對以熱情澎湃，華麗璀璨的寶萊塢歌舞作結，讓印度文化風靡谷中。

谷中派對將會載譽重來。九月再見！





Happy X'mas 聖誕派對

2014/15 Happy Wednesday



Fortune in the Valley 賀年派對



Summer Samba Splash 森巴狂熱派對



Oktoberfest 快活谷啤酒節



Happy Wednesday Easter 復活節派對



Wines in the Valley 酒·在快活谷



Bollywood Night



Magic in the Valley



Japan Night 日本嘉年華



Music Rocks the Valley 同「樂」快活夜



Happy Valley Finale 跑馬地熱科



French Night 法國五月快活谷



LONGINES International Jockeys' Championship
浪琴表國際騎師錦標賽



Digital Night



Retail's new and neighbourly look

投注處睦鄰新形象

The Club's 100 plus Off-Course Betting Branches (OCBBs) are the retail face of the Club, their blue signage a familiar part of the Hong Kong streetscape. And to serve customers better, and to enhance their role as good neighbours in the community, they are now being revitalised, with six OCBBs renovated this season and more to follow.

Recognising that customers increasingly want differentiated offerings and access to the latest technology, the new OCBB format features distinct zones. Casual customers can try out interactive and digital zones, equipped with the Club's latest technology, while those seeking to engage more directly with the sporting action can take a seat in the media hall or theatre.

Each renovated OCBB also features a Caring Hearts service, providing such conveniences as umbrella lending, free Wi-Fi, mobile device charging and first aid. With increasing usage of the service, Caring Hearts is already proving to be well received by local residents.

Meanwhile a Health Awareness exhibition board is being piloted in a number of OCBBs to promote healthy living. And as part of FAMILY: A Jockey Club Initiative for a Harmonious Society, supported by the Club's Charities Trust and run by the University of Hong Kong, a temporary Health Check Station was set up at two OCBBs on two days in April to provide health checks for members of the local community.

Retail's good neighbourliness also extends to a determined effort to "go green", with a variety of measures in place to incorporate energy-saving and carbon-less initiatives into daily operations. Energy-efficient LED lighting and automated timers to control shopfront lighting are being progressively deployed, while thermostats automatically turn off air-conditioning when temperatures fall below 20°C. This year also saw the installation of additional recycling bins to facilitate source separation and recycling of paper waste.

OCBBs have also been lending a green hand locally. During Chinese New Year, Retail supported Greeners Action's "Red Packets Recycle and Reuse Programme", distributing 350,000 used *lai see* packets to the public via 60 OCBBs. And in April, to coincide with Earth Day, Retail organised its second Green Day, with the Club's green ambassadors on-hand at 60 OCBBs to promote green living to customers, including ways to reduce paper usage in OCBBs.





“The widespread community network of OCBBs can play a crucial role in advancing environmental protection in the local community.”

Angus Ho, Executive Director of Greeners Action

「馬會場外投注處擁有強大社區網絡，於本地社區推動環保項目時，可擔當重要角色。」

綠領行動總幹事何漢威

馬會以旗下百多間場外投注處（投注處）為其零售據點，藍色為主調的店面早已成為香港街道為人熟悉的一部分。為了讓顧客享受更優質服務及加強投注處與社區的睦鄰關係，馬會正為投注處進行大規模的優化工程。六間投注處已於本季內完成翻新，其餘投注處亦會陸續進行有關工程。

翻新後的投注處會劃分為不同區域，並提供多元化服務。透過靈活先進技術，滿足顧客不同需求。一般投注顧客可享用配備最新科技的「互動數碼專區」，而熱衷賽馬的馬迷則可安坐「影視大堂」或「播放廳」專心觀賞賽事。

投注處亦增設了「友心站」服務櫃台，提供雨傘外借、免費無線上網、手提電話充電及急救服務，為區內居民帶來方便，贏得不少讚賞。

此外，多間投注處率先增設了健康資訊展覽，宣揚健康生活。於四月期間，獲馬會慈善信託基金支持，香港大學管理的「愛+人：賽馬會和諧社會計劃」於兩間投注處分兩天設立臨時健康評估站，為區內居民提供健康檢查服務。

零售部睦鄰友愛的精神亦體現於其環保措施上。在日常營運中，投注處積極奉行節能減碳的宗旨，全港投注處均逐步為店面燈光系統換上節能LED燈泡及安裝自動計時器。除此之外，空調系統亦配備自動調溫功能，當室溫跌至二十度以下時，冷氣便會自動關閉。投注處亦增設廢紙回收箱，實行源頭減廢及廢紙回收。

投注處一直積極參與本地環保活動。新春期間，零售部配合「綠領行動」舉辦的「利是封回收重用大行動」，於六十間投注處提供三十五萬個新生利是封予市民索取重用。在世界地球日當日，零售部舉辦第二屆「綠色日」，派出馬會綠色大使在六十間投注處向顧客宣揚綠色生活，講解如何在投注處減少使用紙張。



Top: Green ambassadors share tips on green living with OCBB customers.

Centre: Retail was recognised by Greeners Action for the success of its "Red Packets Recycle and Reuse Programme".

Bottom: A Health Check Station in action at Whampoa OCBB.

上：綠色大使與投注處顧客分享綠色生活心得。

中：「利是封回收重用大行動」非常成功，綠領行動肯定零售部的努力。

下：位於黃埔投注處的健康評估站為市民服務。