



The Melbourne Cup



Race that kick-starts a nation

IT'S called 'the race that stops a nation,' but it's also the race that helps drive the nation's economy, according to key figures released by the Victoria Racing Club (VRC).

Nationally, the Melbourne Cup Carnival was responsible for generating an economic benefit of more than \$751 million last year, an increase of 0.7 per cent compared to 2011.

VRC CEO David Courtney said the numbers represented a strong performance for a fully home-grown event.

"The Melbourne Cup Carnival is the original major event, which continues to significantly boost the economy to the benefit of all Australians, and particularly Victorians," Mr Courtney said.

"The Emirates Melbourne Cup might stop the nation, but these numbers show the Carnival really kick-starts the national economy too."

In total, the Cup was attended by 134,911 out-of-state visitors (113,666 interstate and 21,246 international), who made up

nearly 37 per cent of the 351,356 racegoers who attended the four days of the Melbourne Cup Carnival.

Fashion spending increased with racegoers spending \$29.6 million (\$28.5 million in 2011) in Victoria on fashion items to wear to the Melbourne Cup Carnival, representing an average spend of \$160.03 (up 3.9 per cent) for each racegoer at Flemington.

The number of fashion items purchase in 2012 increased by 10.9 per cent.

Male racegoers indicated that on average they purchased 1.2 items each while females purchased 2.6 items each.

In total, more than 65,000 hats and fascinators, 54,000 pairs of shoes, 53,000 dresses, 26,000 handbags, 23,000 items of jewellery, 29,000 ties, 14,000 pairs of sunglasses, 11,000 items of underwear, 14,000 pairs of socks and pantyhose and 17,000 suits were specifically purchased to wear trackside at the 2012 Melbourne Cup Carnival.

The Emirates Melbourne

Cup continues to stop the nation with over 95.7 per cent of all metropolitan in-home televisions switched on at 3pm (Australian EST) tuned into the race. Nearly five million people (4.85 million) watched all or part of the television coverage.

Those viewers and millions more around the world witnessed the field, which included eight internationals, contest the \$6.2 million Emirates Melbourne Cup, the richest handicap in the world.



Melbourne Cup.



Dunaden crosses the line to win last year's Melbourne Cup narrowly from Red Cadeaux.

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