



THE ECONOMIC AND FINANCIAL SIGNIFICANCE OF  
THE IRISH GREYHOUND INDUSTRY  
NOVEMBER 2017



A REPORT PREPARED FOR IRISH GREYHOUND BOARD by JIM POWER ECONOMICS LIMITED

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# EXECUTIVE SUMMARY

- The greyhound industry provides and supports considerable employment both directly and indirectly across the Irish economy. It is estimated that in 2016, the industry supported 5,058 full-time and part-time jobs in the economy. In addition, there are 7,313 active greyhound owners. The total number of people deriving economic benefit from the sector is estimated at 12,371.
- The Irish greyhound sector has come through challenging times during the economic recession, but it continues to make a significant economic and financial contribution to the Irish economy at a national level, but more particularly at a local level.
- The financial data would indicate that despite a severe recession the industry has 'turned a corner' with the IGB accounts showing an increase in operating surplus in 2015 and again in 2016. The industry remains a significant industry for the economy and has the potential to grow with the necessary investment in facilities and support infrastructure.
- Funding for the greyhound industry declined significantly during the economic downturn. The contribution from the Horse and Greyhound Fund declined by 29.4% from its high of €15.3 million in 2008 to a low of €10.8 million in 2014. It has increased subsequently. In 2016, €14.8 million was allocated to the greyhound industry, and in 2017, the allocation was increased by €1.2 million to a figure of €16 million.
- Sponsorship of greyhound racing fell sharply during the recession as the majority of corporate entities were forced to cut costs in order to ensure business survival. Sponsorship peaked at €2.1 million in 2007, but declined to €784,444 by 2016.
- Funding from entry fees at both IGB and privately-managed racetracks peaked at €1.7 million in 2008 and declined to €1.09 million by 2015. It expanded modestly in 2016 to €1.1 million.
- Total prize money paid out at all racetracks peaked at €12.2 million in 2007. It declined to a low of €7.2 million in 2012. It has subsequently recovered somewhat and in 2016 total prizemoney came in at €8 million. Between 2006 and 2016, €97.1 million was paid out in prize money. The Irish Greyhound Board provided 72% of this prize fund, which works out at €70 million. The IGB increased prize money by 25% from 1<sup>st</sup> October 2017. This equates to a further investment of €1.2 million in the prize money fund on a full-year basis.
- The number of race meetings held, peaked at 2,208 in 2005. By 2015, the number had declined to 1,642. In 2016, there was a modest increase of 2% to reach 1,675. Between 2006 and 2016, 20,803 race meetings took place, equivalent to 213,564 individual races. Average prize money per race worked out at €454. The prize money grant from the IGB worked out at €328 per race over that period. In 2016, the average prize money per race from the IGB prize money grant was equivalent to an average of €367 per race. The prize money grant per race represents excellent value given the economic contribution of the sector and the level of economic activity involved in getting six greyhounds born, reared, trained and ready to race.

- Attendance figures at greyhound meetings expanded strongly between 2002 and 2005. It peaked at 1.39 million in 2005 and subsequently declined to 635,289 by 2015. The decline primarily reflected very difficult economic circumstances. There was a modest increase of 1% in 2016 to 641,622. Between 2002 and 2016, 14.3 million people attended greyhound meetings.
- The IGB has a strong focus on regulation of the industry and the welfare of greyhounds. The driving force is a belief that the successful growth and sustainability of the industry is heavily dependent on public confidence in the integrity of racing. Consequently, the utmost standards of regulation and welfare functions are paramount to what the IGB does. It continues to invest significant resources into regulation and greyhound welfare.
- The Irish Retired Greyhound Trust (IRGT) - an entity created by the IGB - had total income of €203,750 in 2016. Of this total, the IGB provided €105,731; contributions from owners' prizemoney provided €96,731; and €1,288 derived from other donations. Of the IGB contribution, €9,000 went towards the spaying/neutering of greyhounds. In 2016, 517 retired greyhounds were rehomed through the IRGT, and 374 retired greyhounds were rehomed through private rehoming organisations who receive financial assistance from the IRGT.
- The gross wage bill attributed to employment in the greyhound industry is estimated at €126.5 million. PAYE/PRSI paid per annum is estimated at €12.7 million. Net incomes generated in the industry estimated at €113.8 million. Based on a conservative income multiplier effect of 0.5, this would result in a total economic impact to the economy of €171 million per annum in terms of additional spending.
- The total cost to greyhound owners each year of keeping the 'greyhound pipeline' in operation is estimated at €135 million. This is a significant amount of expenditure, and much of it is injected into local economies and supports local jobs.
- The tourism contribution of the Irish greyhound industry is very significant and the potential is enormous. The Irish Greyhound Board hosted 31,084 tourism visitors to its stadia in 2016. This represented an increase of 16.7 per cent on the previous year.
- Total prize money paid out at all racetracks peaked at €12.2 million in 2007. It declined to a low of €7.2 million in 2012. It has subsequently recovered somewhat and in 2016 it totaled €8 million. Between 2006 and 2016, €97.1 million was paid out in prize money. The Irish Greyhound Board provided 72 per cent of this prize fund, which works out at €70 million. The IGB increased prize money by 25 per cent from 1<sup>st</sup> October 2017. This equates to a further investment of €1.2 million in the prize money fund on a full-year basis.

# INTRODUCTION

The Irish economy is now recovering strongly after a very difficult economic crisis that commenced in 2008. However, it is clear that the recovery has been concentrated in the Greater Dublin Area and that rural and regional economies, although recovering, have not experienced the same level of recovery. There is nothing unusual about this as economic recovery in any country typically takes hold in the centre of highest population and most economies tend to be driven by the capital city and the centre of population.

The challenge for Irish policymakers is to ensure that the recovery is as broad based as possible from a geographical perspective. Apart from the political realities, it is important from an economic and social perspective that economic activity is broadly based and that regional and rural economies are not denuded of young people and economic activity.

Against this background of variable regional economic activity, official policy has given recent strong priority to improving regional economic growth and development. From an economic and social perspective, this is an important and very desirable policy approach.

If economic activity continues to be concentrated in certain areas, then inevitably those areas will become congested and the cost of living and the costs of doing business will rise in a damaging way. There are certainly indications that this is now becoming an issue for the Greater Dublin Area in particular. From the perspective of Ireland's overall competitiveness, alleviating the pressures that are becoming very apparent in Dublin and creating the environment for stronger growth and development in the other regions would be very beneficial.

In the programme for government<sup>i</sup> it is stated that *'As the economy recovers it is essential that the new Government, together with the Oireachtas, puts in place measures to revitalise all of Ireland so that the benefits are felt inside every doorstep and in every community'*.

The Government also pledged to implement regional employment plans, with local input, to help spread employment growth to all areas of the country. The objective of this strategy will be to ensure that agencies and companies work together and build on the competitive strength of each region.

Regional economic development policies have long been a feature of Irish policy making, but the current policy environment is in theory at least pushing the agenda more aggressively.

It is clear that more balanced regional economic growth and development is a key priority for Government. In this context, the Greyhound Industry must be given recognition for the strong contribution that it already makes to rural economic activity and employment. Its activities are spread across rural areas and support considerable employment throughout the countryside, as well as generating considerable economic activity and employment in urban areas.

The more important point is that given proper official support, better co-ordination and proper structures, the sector has the potential to make an even more significant contribution.

This report examines the broad economic and financial contribution that the greyhound industry makes to the Irish economy, and particularly to rural and regional economies. It is a follow-up to a report written in 2010. The methodology employed in 2010 is replicated in so far as is possible in this report. Where changes to methodology are necessary for data or other reasons, explanatory notes are included.

As was the case in 2010, the data upon which this report is prepared are provided by the Irish Greyhound Board (IGB) either directly or from published material on its website.

- Section 1 looks at recent trends in the greyhound industry in areas such as funding, prize monies, attendance and welfare issues;
- Section 2 identifies the economic contribution made by the sector in relation to employment, expenditure, ownership, training, betting activity, and tourism;
- Section 3 looks at the role and activities of the IGB; and
- Section 4 provides a brief conclusion.

# SECTION 1: RECENT PERFORMANCE OF THE GREYHOUND INDUSTRY

## INTRODUCTION

The greyhound industry is an important indigenous industry in Ireland and has a strong regional footprint. It provides significant employment at local level and has a strong local value-added impact.

Greyhound racing is an important part of the fabric of rural Ireland and traditionally has strong links to farming. However, it also enjoys a strong urban support base.

The Irish Greyhound Industry suffered during the economic downturn from reduced funding, lower attendance, lower betting activity, and reduced ownership of greyhounds. However, it remains an important sector of the economy that creates considerable economic activity and employment in rural Ireland in particular.

The potential to increase the economic, financial, and employment contribution is significant. The ongoing challenge for the IGB is to continue to encourage the development of a commercial greyhound racing and breeding industry built on a consumer-focused, high-quality entertainment product, which meets the highest possible international regulatory standards.

The overall objective of Government in terms of its funding of the greyhound industry is to ensure that the sector achieves its maximum potential and ensure that it contributes to economic and social development.

In evaluating the economic and financial significance and contribution of any sector it is necessary to seek to calculate direct and indirect employment in the sector; the tax revenues that flow to government due to the activities of the sector; general expenditure associated with the sector's activities; and the income multiplier effect of these activities across the broader economy. It is also important to consider the regional spread of the activities in order to ascertain the local economic impact of the sector.

Greyhound activities are typically regarded as a sporting activity, but the reality is that the combination of activities undertaken in the greyhound arena constitutes an industry rather than just a sporting activity. Consequently, in any consideration of the sector, it should be viewed as an industry that supports jobs, generates economic activity, and contributes to the Exchequer, rather than a sporting activity that benefits just those who participate. The fact is that the greyhound sector is an important industry that plays a significant role in the broader economy and in the rural economy in particular.

Measuring the exact nature of the contribution of the greyhound sector is complicated by the fact that it is an industry that is not separately categorised by the Central Statistics Office (CSO) or any other official data collection agency.

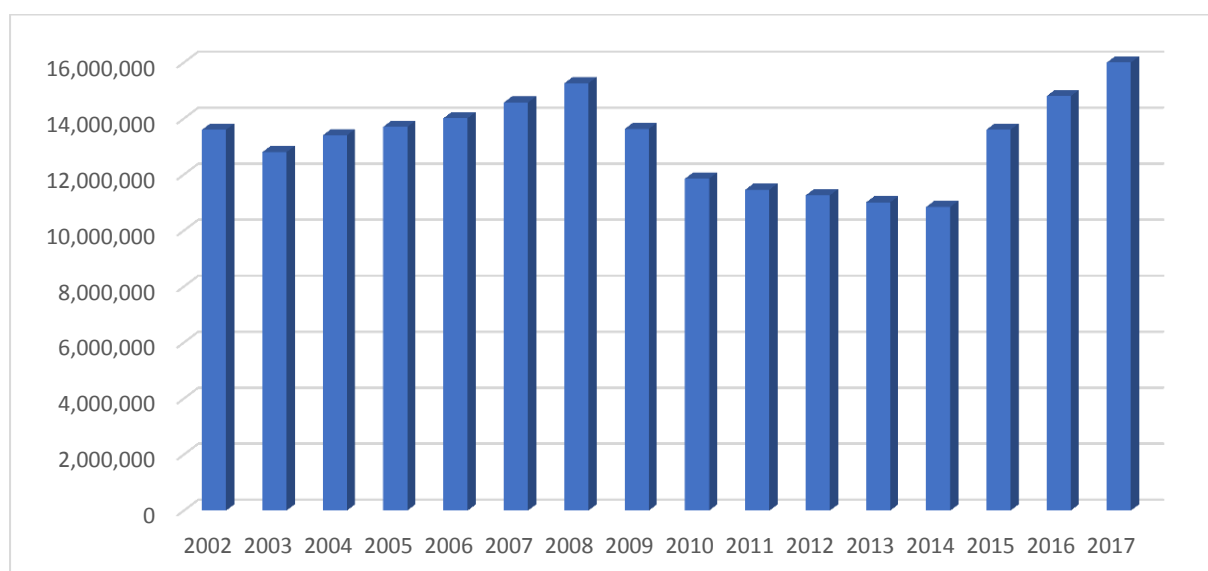
The nature of the industry is fundamentally characterised by two main activities – greyhound breeding and greyhound racing. The industry was quite adversely affected by the economic downturn experienced after 2008. This is reflected in the number of meetings held, the attendance at those meetings, and the level of betting conducted at those meetings. There are signs that in line with the recovery in the broader economy, greyhound activity has stabilised and a modest recovery has been experienced since 2016.

## FUNDING FOR THE GREYHOUND INDUSTRY

The Irish horse and greyhound racing industry receives funding from the State through the Horse and Greyhound Racing Fund under Section 12 of the Horse and Greyhound Racing Act 2001. The funding is given to the respective sectors through Horse Racing Ireland and the Irish Greyhound Board. The fund is seen as essential to the survival and continued development of the horse and greyhound racing industries.

Funding for the greyhound industry declined significantly during the economic downturn. The contribution from the Horse and Greyhound Fund declined by 29.4 per cent from its high of €15.3 million in 2008 to a low of €10.8 million in 2014. It has increased subsequently. In 2016, €14.8 million was allocated to the greyhound industry, and in 2017, the allocation was increased by €1.2 million to a figure of €16 million.

**Figure 1: Funding from the Horse & Greyhound Fund**

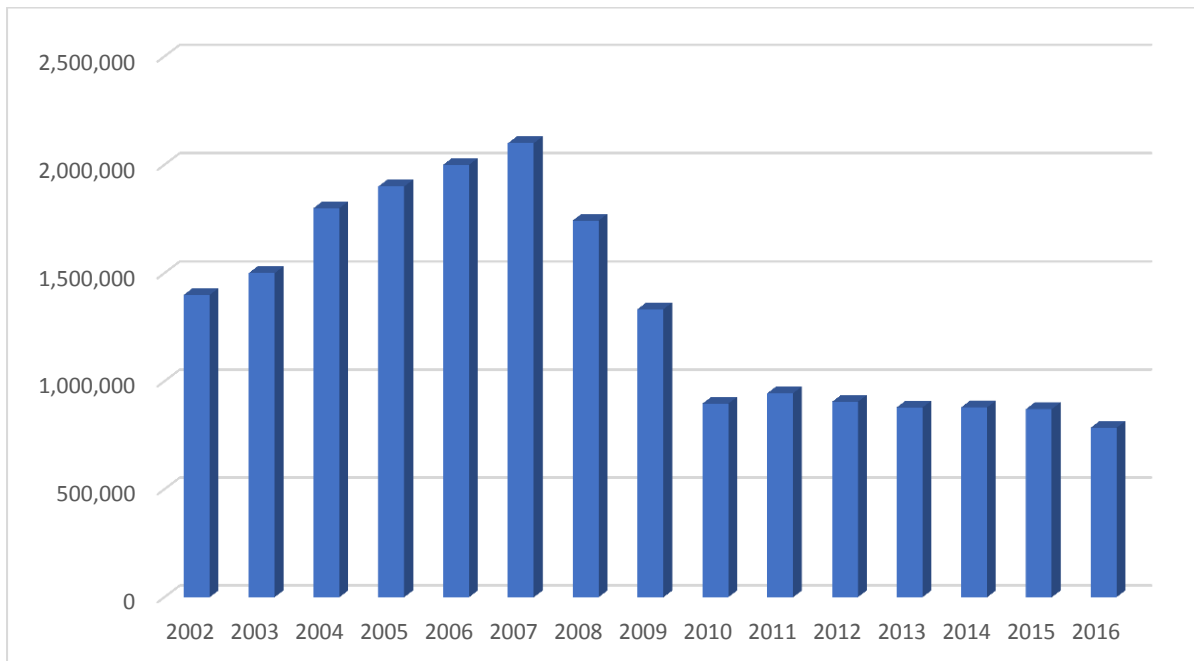


Source: Irish Greyhound Board



Sponsorship of greyhound racing fell sharply during the recession as the majority of corporate entities were forced to cut costs in order to ensure business survival. Sponsorship peaked at €2.1 million in 2007, but declined to €784,444 by 2016.

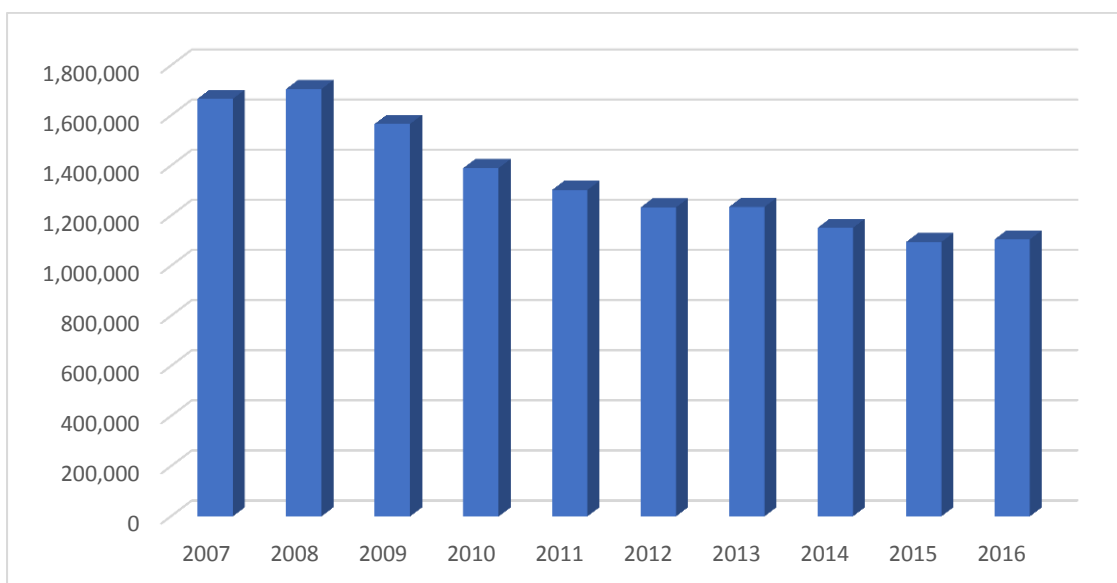
**Figure 2: Funding from Sponsorship**



Source: Irish Greyhound Board

Funding from entry fees at both IGB and privately-owned racetracks peaked at €1.7 million in 2008 and declined to €1.09 million by 2015. It expanded modestly in 2016 to €1.1 million.

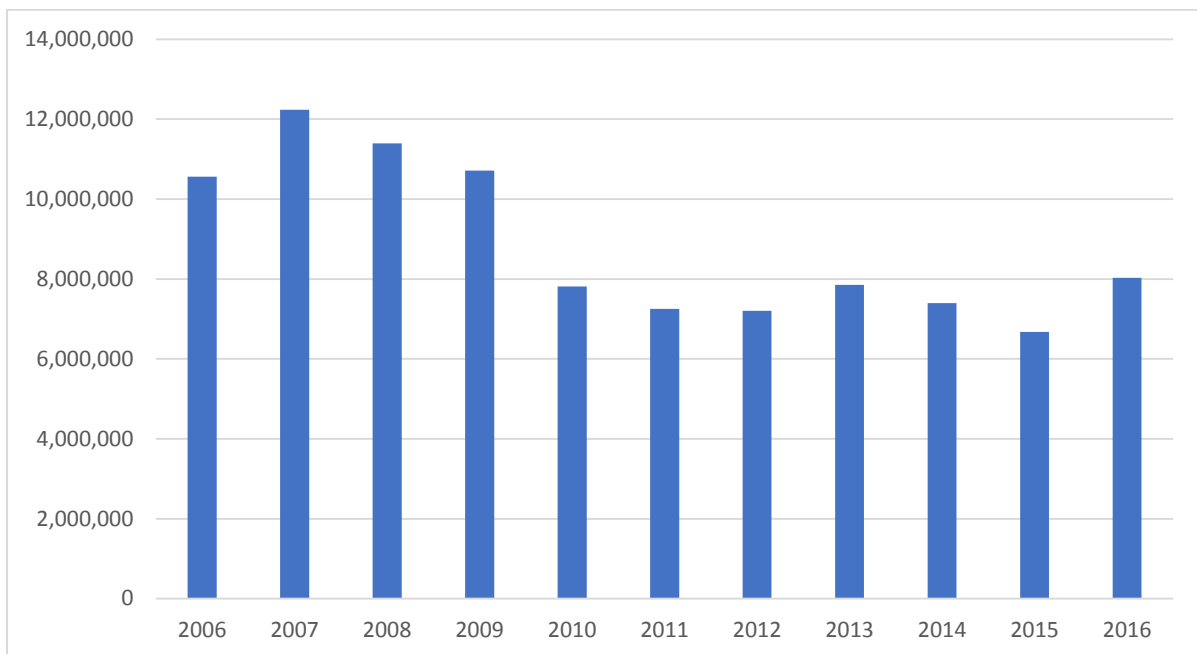
**Figure 3: Funding from Entry Fees**



Source: Irish Greyhound Board

Total prize money paid out at all racetracks peaked at €12.2 million in 2007. It declined to a low of €7.2 million in 2012. It has subsequently recovered somewhat and in 2016 total prize money came in at €8 million. Between 2006 and 2016, €97.1 million was paid out in prize money. The Irish Greyhound Board provided 72% of this prize fund, which works out at €70 million. The IGB increased prize money by 25% from 1<sup>st</sup> October 2017. This equates to a further investment of €1.2 million in the prize money fund on a full-year basis.

**Figure 4: Prize Money for the Greyhound Industry**



Source: Irish Greyhound Board

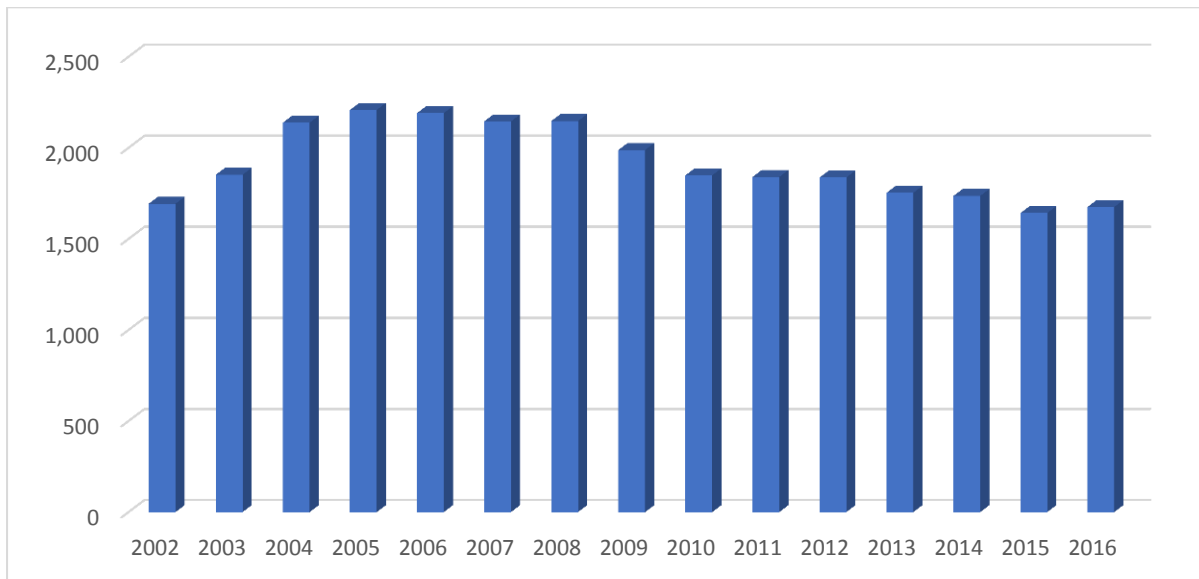
The number of race meetings held, peaked at 2,208 in 2005. By 2015, the number of races had declined to 1,642. In 2016, there was a modest increase of 2% to reach 1,675.

Between 2006 and 2016, 20,803 race meetings took place, equivalent to 213,564 individual races. Average prize money worked out at €454 per race. The prize money grant from the IGB worked out at €328 per race over that period.

In 2016, 1,675 race meetings were held, equivalent to 16,750 individual races. The average prize money per race from the IGB prize money grant was equivalent to an average of €367 per race.

The prize money grant per race represents excellent value given the economic contribution of the sector and the level of economic activity involved in getting six greyhounds born, reared, trained and ready to race.

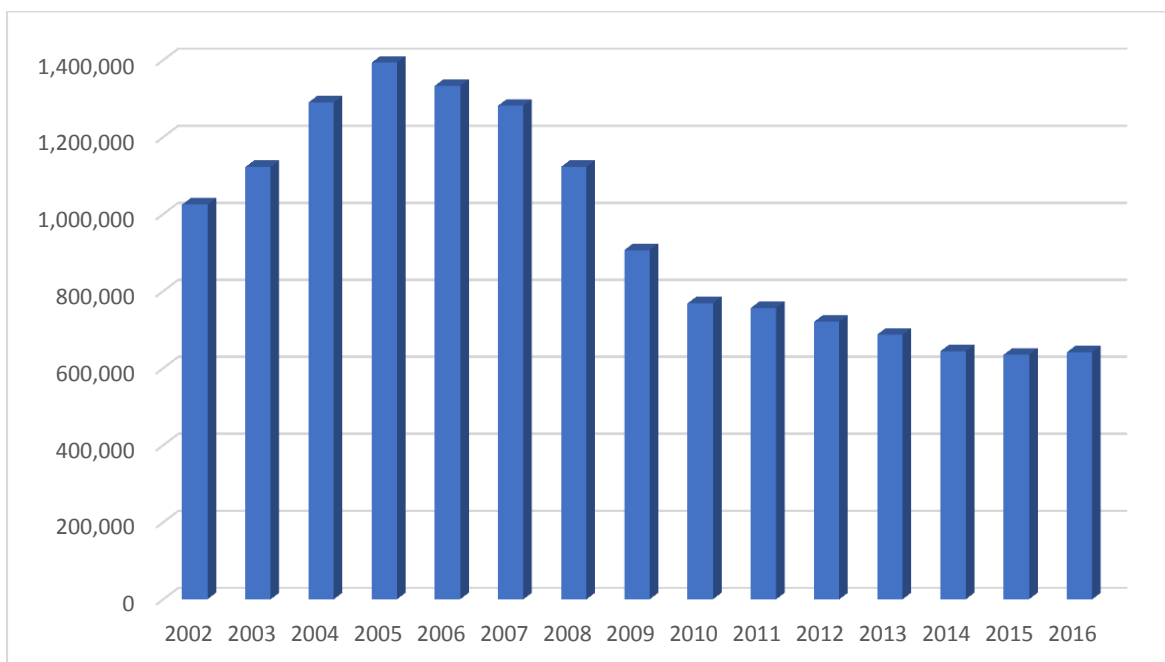
**Figure 5: Number of Race Meetings**



Source: Irish Greyhound Board

Attendance figures at greyhound meetings expanded strongly between 2002 and 2005. It peaked at 1.39 million in 2005 and subsequently declined to 635,289 by 2015. The decline primarily reflected very difficult economic circumstances. There was a modest increase of 1% in 2016 to 641,622. Between 2002 and 2016, 14.3 million people attended greyhound meetings.

**Figure 6: Attendance at Greyhound Meetings**



Source: Irish Greyhound Board

## GREYHOUND WELFARE

As well as the core business of greyhound racing, the IGB has a strong focus on regulation of the industry and the welfare of greyhounds. The driving force is a belief that the successful growth and sustainability of the industry is heavily dependent on public confidence in the integrity of racing. Consequently, the utmost standards of regulation and welfare functions are paramount to what the IGB does. It continues to invest significant resources into regulation and greyhound welfare.

Some examples of its approach include:

- There is provision for the publication of adverse analytical findings and to extend publication of all cases before the Control Committee;
- All greyhounds with positive findings will not be allowed run again until a negative result is produced;
- The IGB has successfully prosecuted under the Welfare of Greyhounds Act 2011, following inspections carried out at various premises; and
- All reported incidents of greyhound cruelty and neglect are full investigated by the Board, and any information gathered following welfare inspections is shared with local authorities, An Garda Siochana, and the ISPCA.

The Irish Retired Greyhound Trust (IRGT) – an entity created by the IGB- provides financial assistance to private greyhound rescues and provides rehoming opportunities to retired greyhounds to cover veterinary and transportation costs. To promote the suitability of retired greyhounds as pets, the IGB and the IRGT have run Retired Greyhound Shows around the country.

The IRGT had total income of €203,750 in 2016. Of this total, the IGB provided €105,731; contributions from owners' prizemoney provided €96,731; and €1,288 derived from other donations. Of the IGB contribution, €9,000 went towards the spaying/neutering of greyhounds.

In 2016, 517 retired greyhounds were rehomed through the IRGT, and 374 retired greyhounds were rehomed through private rehoming organisations who receive financial assistance from the IRGT.

# SECTION 2: ECONOMIC ACTIVITY ASSOCIATED WITH THE GREYHOUND INDUSTRY

## INTRODUCTION

There is considerable direct and indirect economic activity associated with the greyhound industry. This includes:

- Breeding and training of greyhounds;
- Veterinary activity;
- Canine supplies;
- Manufacture of feedstuffs;
- Retail and catering activities;
- Regulatory and statutory activities;
- Construction activity associated with the extensive capital investment programmes;
- Stationery;
- Ireland has a very strong reputation for greyhound breeding and as a consequence, there is a considerable export industry;
- Betting activity both on and off the racetrack; and
- Many charitable and other organizations use greyhound racing for fund raising activity. It is estimated that €8 million per year is raised at greyhound meetings for worthy causes.

## EMPLOYMENT IN THE GREYHOUND INDUSTRY

The greyhound industry provides and supports considerable employment both directly and indirectly across the Irish economy. It is estimated that in 2016, the industry supported 5,058 full-time and part-time jobs in the economy. In addition, there are 7,313 active greyhound owners. The total number of people deriving economic benefit from the sector is estimated at 12,371. Table 1 provides a breakdown of where the employment is provided.

**Table 1**

<b>ACTIVITY</b>	<b>EMPLOYMENT</b>
Irish Greyhound Board Payroll	850
Private Tracks Payroll	149
Irish Coursing Club	180
Cleaning & Security Services at Stadia	380
Food & Drink Suppliers to Catering Operators	436
Private & Public Trainers	543
Dog Food Manufacturers – Manufacture/Sales/Distribution	300
Greyhound Ancillary Products – Medicines/Treatments/Walkers/Baths/Veterinary Services/Manufacture/Distribution/Sales	750
Betting Sector	1,170
Miscellaneous – Facilities Management, Printers, Outside Contractors etc.	300
<b>Direct &amp; Indirect Employment</b>	<b>5,058</b>
Active Greyhound Owners	7,313
<b>Total Number Deriving Economic Benefit</b>	<b>12,371</b>

Source: Irish Greyhound Board

When compared with the 2010 report, the overall data would suggest a reduction in employment content within the industry of some 27%. This reduction reflects a general downward trend, following the peak of the recession, over a seven-year period, which is mirrored in attendance levels and numbers of owners and breeders.

The employment is provided in catering at greyhound race tracks, staff employed at tracks owned by the Irish Greyhound Board, staff employed at the privately-owned tracks, staff employed in cleaning and security services at all stadia, food and drink suppliers to catering operators, private and public trainers, catering services on track, greyhound food manufacturers and suppliers, ancillary services such as veterinary and medicine, dog owners, and betting offices.

In relation to greyhound trainers, private trainers are those who train four or less greyhounds, for financial reward, owned by other people. Public trainers have larger numbers of greyhounds, which are trained for financial reward and which are owned by other people. On average, it takes one person to look after 20 dogs.

Employment in the sector is obviously variable over the year, but many of the jobs are full time because greyhounds require looking after 365 days per year, and not only when they are racing. Many of these jobs are rurally based and in some areas the greyhound industry has become one of the few meaningful sources of employment.

Adjusting for full-time and part-time equivalents, it is estimated that the average earnings per employee is around €25,000 per annum. Based on this average salary, the wage contribution to the economy is very significant.

For purposes of estimating the economic benefits of this employment, it is necessary to calculate the gross wage bill that would be paid to workers, and the income tax and PRSI that would be paid to the Exchequer out of this gross income. An average wage of €25,000 is assumed for all employees. An average PAYE/PRSI contribution of 10% is assumed. On this basis:

- The gross wage bill is estimated at €126.5 million per annum;
- PAYE/PRSI paid per annum is estimated at €12.7 million;
- Net incomes generated in the industry would be €113.8 million;
- Based on a conservative income multiplier effect of 0.5, this would result in a total economic impact to the economy of €171 million per annum in terms of additional spending.

This analysis focuses on direct and indirect employment only. The economic contribution of the 7,313 owners is not included in the analysis. This represents a change of methodology from the 2010 report and should be borne in mind when comparisons are being made.

Owners represent the foundation upon which the rest of the industry is built. The owners are the ones who rear or purchase the greyhounds; who arrange the training of the greyhounds; and who ultimately facilitate everything that occurs in the industry.



## CONTRIBUTION TO LOCAL ECONOMY OF GREYHOUND OWNERS AND TRAINERS

The activities of the greyhound breeders and trainers can be broken down into a number of different stages, covering the period from when the greyhound bitch is covered to retirement of the racing greyhound. Over this cycle the following outlays are incurred and revenues generated:

### BREEDING AND REARING TO 12 WEEKS

It is estimated that 3,216 greyhound bitches were mated in 2016.

- The average mating fee is estimated at €1,000. This results in the generation and payment of stud fees of around €3.20 million in per year.
- The cost of keeping a brood bitch averages €30 per week. This means that the annual upkeep of 4,000 brood bitches is approximately €6.2 million. Extra veterinary expenditure may be incurred due to problem deliveries or any other veterinary issues.
- The average cost of rearing 3,000 litters to 12 weeks at €600 per litter is estimated to total approximately €1.8 million.
- Matings and litters must be registered with the Irish Coursing Club (ICC) and pups must be earmarked and microchipped to ensure proper industry integrity and welfare management. Total mating registrations with the ICC cost an estimated €90,000; litters are estimated at €50,000; and Earmarkings and Microchipping at €290,000. Total costs estimated at €430,000.

### THE LITTERS – 12 WEEKS TO 12 MONTHS

- The greyhound pups enter a rearing programme at 12 weeks to 12 months. Assuming a figure of 2,750 litters produced from 3,216 matings, the cost of taking the pups from 12 weeks to 52 weeks is estimated at approximately €23 million.

### TRAINING 12 MONTHS TO 24 MONTHS

- Adult greyhounds must be registered and named with the ICC. This costs an average of around €25 per greyhound. Estimated costs for 14,000 greyhounds is €350,000.
- The total outlay on training is estimated at €25 million during this 12-month period.

There are numerous other training expenses incurred in getting the greyhound to the racetrack to participate in a race. These include:

- Travel to greyhound tracks and Veterinary Surgeons and Physiotherapists gives rise to yearly costs of around €8 million.
- Trial fees at greyhound tracks are estimated at €2 million.
- Race entry fees are estimated at €500,000.
- The cost of veterinary care, medication, and vitamins and minerals is estimated at around €9 million. Extra veterinary expenditure may be incurred due to racing injuries or re-homing procedures.

#### TRAINING COSTS – 24 MONTHS TO RETIREMENT

It is estimated that 85 per cent of the greyhounds that race in the UK are bred in Ireland and hence the export market to the UK has provided a significant outlet for the greyhound breeder. Of the greyhounds that remain in Ireland, they would still be racing from 24 months to retirement. Retirement usually takes place at around 48 months. In the period from 24 months to retirement the following costs are incurred:

- It is estimated that 4,000 greyhounds remain in training in Ireland and incur around €35 million in training fees.
- Travel to greyhound tracks and Veterinary Surgeons and Physiotherapists gives rise to estimated costs of around €8 million.
- Trial fees at greyhound tracks incur a total estimated cost around €2 million.
- Race entry fees are estimated at €1 million for two years racing.
- The cost of veterinary care, medication and vitamins & minerals is estimated at around €10 million. Extra veterinary expenditure may be incurred due to racing injuries or rehoming procedures.

Table 2 provides a breakdown of the various costs and outlays involved from when the brood bitch is covered to the retirement of the racing greyhound.

The total cost to greyhound owners each year of keeping the 'greyhound pipeline' in operation is estimated at €135 million. This is a significant amount of expenditure, and much of it is injected into local economies and supports local jobs.

The reduction in cost on those indicated in the 2010 report is accounted for through reduction in activity levels and price reductions throughout the economy following the economic recession.

**Table 2: Cost of Preparing, Racing Greyhounds**

<b>ACTIVITY (2016)</b>	<b>COST</b>
<b>BREEDING (3,216 GREYHOUND BITCHES)</b>	
Stud Fees	€3.20 m
Keeping Brood Bitch	€6.20 m
<b>LITTER TO 12 WEEKS (16,500 PUPS)</b>	
Rearing, Including Veterinary Costs	€1.80 m
Registration with ICC	€0.43 m
<b>LITTER 12-52 WEEKS</b>	
Rearing Programme	€23.00 m
<b>TRAINING 12 MONTHS-24 MONTHS (14,000 PUPS)</b>	
Registration & Naming with ICC	€0.35 m
Training Costs	€25.00 m
Travel	€8.0 m
Trial Fees	€2.00 m
Race Entry Fees	€0.50 m
Veterinary Care	€9.00 m
<b>24 MONTHS-RETIREMENT (48 MONTHS- 4,000 GREYHOUNDS)</b>	
Training Costs	€35.00 m
Travel	€8.00 m
Trial Fees	€2.00 m
Veterinary Care	€10.00 m
Race Entry Fees	€1.00 m
<b>TOTAL OUTLAYS</b>	<b>€135.48 m</b>

Source: Irish Greyhound Board

NOTE: The 2010 report referenced total Race Entry and Trial Fees of €36.6 million. The 2016 figure of €5.5 million is more representative of actual activity levels. The difference should be taken into account when comparing data in both reports.

**Table 3: Breakdown of Active Owners by County**

COUNTY	NO. OF OWNERS	%	COUNTY	NO.OF OWNERS	%
Antrim	196	2.66%	Leitrim	4	0.06%
Armagh	102	1.38%	Limerick	703	9.52%
Carlow	103	1.39%	Longford	47	0.64%
Cavan	44	0.60%	Louth	127	1.72%
Clare	259	3.51%	Mayo	44	0.60%
Cork	1,045	14.16%	Meath	202	2.73%
Derry	152	2.06%	Monaghan	30	0.41%
Donegal	92	1.24%	Offaly	135	1.83%
Down	148	2.00%	Roscommon	37	0.50%
Dublin	247	3.34%	Sligo	13	0.18%
Fermanagh	21	0.28%	Tipperary	824	11.17%
Galway	206	2.79%	Tyrone	212	2.87%
Kerry	636	8.61%	Waterford	279	3.78%
Kildare	334	4.52%	Westmeath	95	1.29%
Kilkenny	351	4.76%	Wexford	386	5.23%
Laois	134	1.81%	Wicklow	105	1.42%
<b>TOTAL</b>	<b>7,313</b>				

Source: Irish Greyhound Board

Table 3 provides a breakdown of active greyhound owners in Ireland by county. There are 7,313 active owners, with a very significant spread across the country. It is clear from these figures that where there is a local stadium, the greyhound industry is very vibrant, and where a stadium does not exist, the opposite is the case. For example, Tipperary has a very vibrant greyhound industry, whereas Mayo and Sligo stand out in marked contrast.

Table 4 provides a breakdown of active greyhound trainers in Ireland by county. There are 543 active trainers in the country, with a broad geographic spread.

**Table 4: Breakdown of Active Public & Private Trainers by County**

COUNTY	NO. OF TRAINERS	%	COUNTY	NO. OF TRAINERS	%
Antrim	20	3.64%	Leitrim	0	0.00%
Armagh	10	1.93%	Limerick	42	7.71%
Carlow	10	1.93%	Longford	5	0.86%
Cavan	2	0.43%	Louth	12	2.14%
Clare	15	2.78%	Mayo	1	0.21%
Cork	50	9.21%	Meath	22	4.07%
Derry	10	1.93%	Monaghan	4	0.64%
Donegal	14	2.57%	Offaly	9	1.71%
Down	20	3.64%	Roscommon	5	0.86%
Dublin	19	3.43%	Sligo	0	0.00%
Fermanagh	1	0.21%	Tipperary	63	11.56%
Galway	17	3.21%	Tyrone	21	3.85%
Kerry	50	9.21%	Waterford	21	3.85%
Kildare	29	5.35%	Westmeath	9	1.71%
Kilkenny	15	2.78%	Wexford	29	5.35%
Laois	12	2.14%	Wicklow	6	1.07%
<b>TOTAL</b>	<b>543</b>				

Source: Irish Greyhound Board

## BETTING ON GREYHOUNDS

Greyhound racing generates considerable betting activity. Table 5 gives a breakdown of betting activity on greyhounds split between betting on the tote and with bookmakers. Just as the economic recession has impacted negatively on the number of meetings held and the total attendance at greyhound race meetings, the betting on greyhound racing has also suffered. Total betting stood at €105 million in 2007, and subsequently declined to €33.2 million in 2016

**Table 5: Betting Activity**

	<b>TOTE (m)</b>	<b>ON-COURSE BOOKMAKERS (m)</b>	<b>TOTAL (m)</b>	<b>TOTE PAYOUT (m)</b>	<b>NUMBER OF RACES</b>
2007	€49.3	€90.2	€139.5	€38.4	23,255
2008	€45.2	€75.4	€120.6	€35.8	22,864
2009	€33.5	€54.3	€87.8	€26.0	21,371
2010	€24.5	€35.3	€59.7	€18.7	19,419
2011	€23.9	€28.2	€52.1	€19.0	18,180
2012	€22.2	€23.2	€45.4	€19.2	17,877
2013	€21.4	€18.4	€39.8	€17.2	17,262
2014	€19.9	€14.4	€34.3	€16.6	16,901
2015	€19.6	€13.3	€32.9	€16.1	16,100
2016	€19.5	€12.7	€32.2	€16.2	16,572
<b>TOTAL</b>	<b>€279.0</b>	<b>€365.4</b>	<b>€644.4</b>		

Source: Irish Greyhound Board

## GREYHOUND RACING AND THE TOURISM CONTRIBUTION

The tourism contribution of the Irish greyhound industry is very significant and the potential is enormous. The Irish Greyhound Board hosted 31,084 tourism visitors to its stadia in 2016. This represented an increase of 16.7 per cent on the previous year.

Tourism data estimates that for tourism activities generally, Overseas Holidaymakers on average spend €89 per day and Domestic Overnight Visitors spend €73 per day. On this basis, the 31,084 overseas visitors who attended greyhound racing in 2016 would have contributed €2.8 million to the Irish economy.

In 2016, tourists came primarily from the French, German and UK markets. These statistics only capture those who pre book through the National IGB Sales Centre. Each local stadium would have strong partnerships with hotels and tourism outlets locally and this would result in considerable ad hoc tourism foot fall, which has not been captured in the statistics.

One of the major challenges for the IGB in selling the greyhound product overseas, is to translate the experience of a 'night at the dogs' to tour operators and travel agents at tradeshows, and how to do it through the most cost effective and appropriate channels.

Notwithstanding the challenges, the IGB is making significant efforts to further develop the tourism potential of the industry. In 2015, the governing body for the industry revised and re-developed its Tourism Sales Strategy and as part of this, appointed a Tourism Sales Manager. 2016 was the first full year that this position existed, and the results have been very positive.

As part of the tourism plan a number of initiatives have been put in place to showcase the greyhound racing product to those not familiar with the concept of a 'night at the dogs'. These include:

- Dedicated trade and tourism pages, designed with the tour operator in mind. These were developed after consultation with a number of key Tour Operators and are accessible by the Trade only. They include information on menus, sample photographs for use in their promotional campaigns, details on race nights, times, RGT and welfare policy;
- A newly designed 'Welcome to Greyhound Racing' brochure for trade shows, FAM Trips and networking events;
- Production of a VR 360 Video, which for the first time allows the viewer an immersive experience on what to expect from a 'night at the races';
- A dedicated FAM trip budget, which permits Tour Operators and MICE operators to bring potential clients to greyhound racing venues to experience the whole offering.

The potential tourism market for greyhound can be divided into a number of segments. These include organised groups, those who book their own night, and Destination Management Companies.

The IGB works closely with tourism interests in the international market. This involves education on what 'a night at the dogs' involves, and industry updates and attendance at Tourism Trade Shows.

The European Tourist market is an integral part of the business of the IGB and it has embraced this by printing race cards in different languages as well as brochures on how to bet in 14 different languages. The French Market is now a key market, which is a result of a strong working relationship with tourism interests in France.

The IGB website is now available to read in 65 different languages. This is a direct response to requests from Tourism Ireland Spain and Tourism Ireland Italy, who are working closely with the IGB to increase the share of those markets. The IGB is also working closely with the EFL language students, especially in Dublin and Galway, to include greyhound racing in the activities' curriculum.



# SECTION 3: THE IRISH GREYHOUND BOARD (IGB)

The Irish Greyhound Board (IGB) is a commercial semi-state body that is responsible for the control and development of the greyhound industry in the Republic of Ireland. It was established under special legislation by the Irish Government in 1958 – ‘The Greyhound Industry Act (1958)’. This Act gives the IGB considerable powers to regulate all aspects of greyhound racing in the Republic of Ireland. Its powers include the licensing of the race tracks, the issuing of permits to officials, bookmakers and trainers and it implements the rules of greyhound racing.

The IGB has licensed seventeen greyhound tracks in the Republic, of which nine are under the control of the Board. Harold’s Cross stadium was sold in 2017 in order to reduce the level of legacy debt. There is no intention to sell off any further racing tracks, as the national footprint of the industry is seen as one of its major strengths, which the IGB wants to maintain. The remaining tracks are operated by private operators.

**Table 6: Greyhound Stadia and their Ownership**

<b>STADIUM</b>	<b>OPERATOR</b>
Cork	Irish Greyhound Board
Galway	Irish Greyhound Board
Limerick	Irish Greyhound Board
Mullingar	Irish Greyhound Board
Newbridge	Irish Greyhound Board
Shelbourne Park	Irish Greyhound Board
Tralee	Irish Greyhound Board
Waterford	Irish Greyhound Board
Youghal	Irish Greyhound Board
Dundalk	Privately Managed
Enniscorthy	Privately Managed
Kilkenny	Privately Managed
Lifford	Privately Managed
Longford	Privately Managed
Thurles	Privately Managed
Clonmel	Privately Managed
Harolds Cross	Irish Greyhound Board – Sold for Development 2017

Funding for the IGB derives from admission fees at race meetings, income generated from bar and restaurant facilities at the stadia that it owns and operates, a percentage deduction from Totalisator (Tote) pools operated by the IGB at all licensed stadia, a turnover charge on on-course bookmaker betting, and Exchequer funding.

These revenue sources fund the industry and allow the Board to:

- Supplement prize money at all levels of greyhound racing;
- Provide development loans and grants to greyhound tracks in order to enable them invest in and improve facilities;
- Develop public auction sales;
- Advertise and market the industry on both a national and international level;
- Promote greyhound welfare;
- Administer and regulate the industry, including the operation of a national drug testing laboratory; and
- Develop and improve greyhound stadia around the country. In 2016, the IGB delivered capital expenditure of €865 million.

**Table 7: IGB Operating Surplus**

YEAR	OPERATING SURPLUS	YEAR	OPERATING SURPLUS
2003	€4.3 m	2010	€2.6 m
2004	€4.1 m	2011	€3.4 m
2005	€1.8 m	2012	€1.9 m
2006	€2.2 m	2013	€1.8 m
2007	€5.4 m	2014	€0.7 m
2008	€5.1 m	2015	€2.3 m
2009	€0.6 m	2016	€3.2 m

Source: Irish Greyhound Board

# SECTION 4: CONCLUSIONS

The Irish Greyhound Industry suffered during the economic downturn, but it remains an important sector of the economy that creates considerable economic activity and employment in rural Ireland in particular.

The potential to increase the economic, financial, and employment contribution is significant. The ongoing challenge for the IGB is to continue to encourage the development of a commercial greyhound racing and breeding industry built on a consumer-focused, high-quality entertainment product, which meets the highest possible international regulatory and welfare standards.

The overall objective of Government in terms of its funding of the greyhound industry is to ensure that the sector achieves its maximum potential and ensure that it makes a significant contribution to economic and social development.

***THIS REPORT IS BASED ON ASSUMPTIONS MADE AND INFORMATION AVAILABLE AS AT OCTOBER 27<sup>th</sup> 2017. THE INFORMATION UPON WHICH THE REPORT IS BASED WAS PROVIDED BY THE IGB.***

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<sup>i</sup> 'A Programme for Partnership Government', May 2016.