

Ascot, United Kingdom

Royal Ascot

By Tom Kirvan

ROYAL ASCOT SERVES AS MAGNET FOR THE FINEST IN HORSE RACING

Each June, the quiet Berkshire countryside transforms into a spectacle of color, tradition, and world-class sport as Royal Ascot returns to the United Kingdom. Scheduled this year from June 16-20, the event is far more than a horse racing meet, as it serves as a cultural institution that blends centuries-old pageantry with modern economic significance.

Set against the elegant backdrop of Ascot Racecourse, just a short distance from Windsor Castle, Royal Ascot has been synonymous with British heritage since its founding by Queen Anne in 1711. Legend has it that the Queen, while riding through the area, declared the land “ideal for horses to gallop at full stretch,” a vision that would evolve into one of the most prestigious racing venues in the world. Today, that same stretch of land hosts five days of elite racing on grass turf, attracting the finest thoroughbreds, jockeys, and trainers from around the globe.

Yet, to describe Royal Ascot purely as a sporting event would be to miss its essence. The pageantry is what sets it apart. Each day begins with the Royal Procession, a tradition dating back to 1825, where members of the British Royal Family arrive in horse-drawn carriages, parading down the track before the first race. This moment, steeped in ceremony, signals the start of the day and reinforces the event’s deep ties to the monarchy.

Fashion, too, plays a starring role. Royal Ascot is arguably as famous for its sartorial elegance as it is for its racing. Strict dress codes apply in many enclosures, with gentlemen donning morning suits and top hats, while women showcase elaborate dresses paired with statement hats or fascinators. The result is a vibrant display of creativity and refinement, turning the racecourse into a living runway. For many attendees, planning their outfit is as important as studying the racing form.

Of course, the racing itself remains world-class. Across the five days, spectators witness a series of prestigious Group 1 races, including the Gold Cup, which is one of the most anticipated events of the week. The competition is fierce, with international contenders vying for victory, adding a global dimension to what is otherwise a quintessentially British tradition.



AN ENGLISH CONNECTION FOR PRIMERUS MEMBERS

Primerus has a member law firm in United Kingdom, **Marriott Harrison LLP**, located in London, a leading legal advisory and transactional firm.

Ascot, United Kingdom

Royal Ascot

Beyond its cultural and sporting appeal, Royal Ascot delivers a significant economic boost to the region. The event draws hundreds of thousands of visitors annually, filling hotels, restaurants, and local businesses in Ascot, Windsor, and the surrounding Berkshire area, which is located some 20 miles from London. Hospitality packages, fine dining experiences, and luxury accommodations generate substantial revenue, while the influx of tourists supports jobs across the service and retail sectors.

The ripple effect extends even further. From fashion designers and milliners to transportation providers and event staff, Royal Ascot fuels a wide network of industries. British craftsmanship, particularly in bespoke tailoring and hat-making, receives a global spotlight, reinforcing the UK's reputation for quality and tradition. Additionally, the international attention garnered by the event contributes to the country's broader tourism appeal, encouraging visitors to explore other historic landmarks nearby, including Windsor Castle.

What makes Royal Ascot truly unique is its ability to balance tradition with contemporary relevance. While its roots stretch back over three centuries, the event continues to evolve, incorporating modern hospitality offerings, enhanced viewing experiences, and global broadcasting that brings the excitement to audiences worldwide.

As the countdown to June begins, Royal Ascot once again prepares to take center stage, reminding the world that some traditions don't just endure – they thrive, year after year, in ever more spectacular fashion.

