



## Average Attendance Shrinks by 8.1% as F1 Ticket Prices Rise

- Three-day attendance during last year's F1 season averaged **169,403** per race compared to **184,287** in the previous season, according to the new edition of the **Grand Prix Attendance Report**.
- The price of a three-day Formula One ticket rose by **19.9%** to **\$169** year-on-year.
- The biggest race day attendance was at the British Grand Prix at **139,000** while the smallest at the European Grand Prix in Baku was just **18,500**.

New research has revealed that average three-day attendance at Formula One races dropped by 8.1% to 169,403 last year, putting extra pressure on struggling race promoters.

At the same time the average price of the cheapest three-day tickets rose 19.9% from \$141 to \$169, putting a Grand Prix trip beyond the pocket of more of the sport's fans. The figures are revealed in the second edition of the annual Formulamoney **Grand Prix Attendance Report**, a unique study which unveils the highest and lowest ticket prices and attendance data for every day of every F1 Grand Prix over the decade.

F1 ticket prices have risen significantly over the past 10 years. In 2007 the average highest three-day ticket price was \$578 but by 2016 that had reached \$782, an increase of 35.3%. But while increased ticket prices coincided with falling attendances, race hosting fees rose by more than 100%. This was bad news for race promoters, who usually rely on ticket revenues to cover a large part of their costs - including the fee.

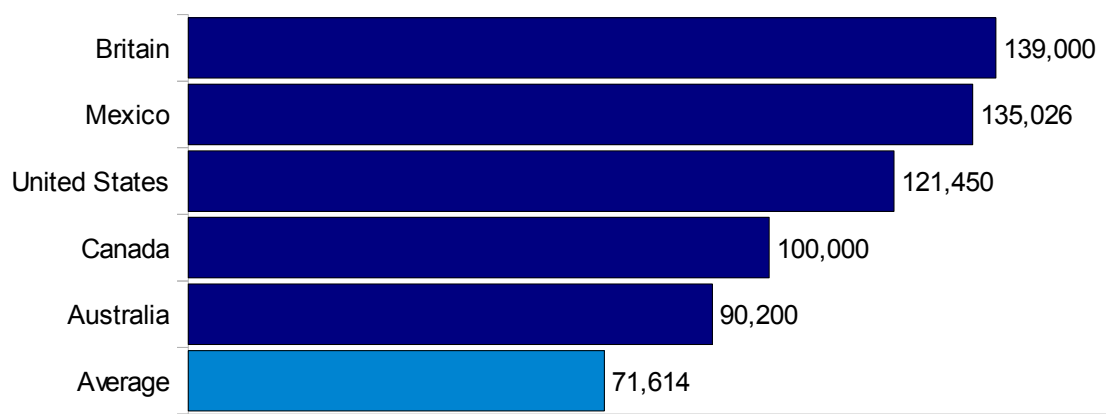
The **Grand Prix Attendance Report** accumulates 10 years of research by Formulamoney's experts, who have spent the past year analysing the data to identify the key trends affecting race attendance over that period. It is an invaluable resource for existing and potential Grand Prix hosts and other F1 stakeholders as it offers a complete picture of the challenges facing race circuits around the world.

Over the ten year period, average three-day attendance dropped by 13.3% from 195,421, while race day attendance fell by 19.4% from 88,848 to 71,614. The strain is beginning to show on promoters. The races in Malaysia and Britain have since announced they will be cutting their contracts early and promoters in Italy and Singapore also raised concerns about costs.

There is a distinct irony in this as the British Grand Prix track Silverstone had the highest race day attendance in 2016 at 139,000 and the second highest three-day crowd. The biggest riser was the Belgian Grand Prix where race day attendance boomed 42.4% to 88,000 as Max Verstappen fans crossed the border from the Netherlands to watch their hero on track.

However, fewer than half of races overall increased their crowds and the average was brought down by low attendance at the two additional events in Germany and Azerbaijan. The return of the German Grand Prix, which drew just 57,000 on race day, seemed to adversely affect other races in the area, with Austrian attendance falling by 28.4% and in Italy by 20.9%. The situation was worse in Azerbaijan, where the new European Grand Prix recorded one of the lowest race day attendances in the history of F1 at fewer than 18,500 people.

## TOP 5 RACE-DAY ATTENDANCES IN 2016



*Source: Formula Money Grand Prix Attendance Report compiled from data from race promoters and estimates.*

**Specification** 100 page A4 PDF report

**To order:** Please visit [http://www.formulamoney.com/attendance\\_report.html](http://www.formulamoney.com/attendance_report.html)

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### **About the Grand Prix Attendance Report**

The first **Grand Prix Attendance Report** was published by Formulamoney in 2016. It is the only report to provide a complete set of F1 attendance data over the past decade, breaking down attendance for practice, qualifying and race day of every Grand Prix since 2007. Further data shows ticket prices and revenues over the period and there is detailed analysis of the fortunes of every race – giving the reader the complete picture of F1 attendance, showing which races are performing well and which are struggling.

The new Second Edition fully updates all the figures as well as adding a host of new sections: Race In Focus, which pinpoint important data and trends not covered by the main sections of the report, such as demographics and long-term attendance patterns; data comparing ticket prices and race hosting fees over the decade; and circuit-by-circuit breakdown of attendance and ticket prices.

### **About Formulamoney**

The first Formulamoney report exploring the business behind Formula One was published in 2007 and contained a wealth of data uncovering every aspect of the sport's finances. This included data ranging from a valuation of each team sponsorship deal to the typical budget for a Grand Prix. The company also provides consultancy services for numerous parties within the sport such as circuits, sponsors and investors.