



F1 stars drive attendance up by 4.4%

- Total F1 attendance rose by **4.4%** to **3.7 million** in 2017, driven by growth in markets with exciting young drivers such as Max Verstappen and Lance Stroll.
- Attendance at the Belgian GP has accelerated by **60.6%** to **265,000** since Verstappen joined the sport. It is the closest race to his home country, the Netherlands.
- The largest crowds of the year were in Mexico, where **337,043** spectators turned out over three days to watch the race.

Total Formula One attendance rose by 4.4% to 3.7 million in 2017, with popular local drivers pulling in some of the biggest crowds of the year, new research reveals.

Since Max Verstappen joined F1 in 2015, three-day attendance at the Belgian Grand Prix – the closest race to his home country, the Netherlands – has accelerated by 60.6% to 265,000. This was the fourth largest crowd of the year in 2017 and a major boost for a race that has struggled financially in recent years.

The figures are revealed in the third 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.

Another big riser was the Canadian Grand Prix, where attendance was up 20% to an estimated 314,097 as Lance Stroll became the first Canadian driver in F1 since Jacques Villeneuve in 2006. After the Monaco GP which pays no hosting fee, the Canadian race had the best return on investment in 2017, calculated as the number of spectators attending per million dollars spent on hosting fees. It drew an estimated 24,000 spectators per million dollars spent, followed by the Belgian GP on 17,667 spectators per million dollars and the British GP on 12,903 per million dollars.

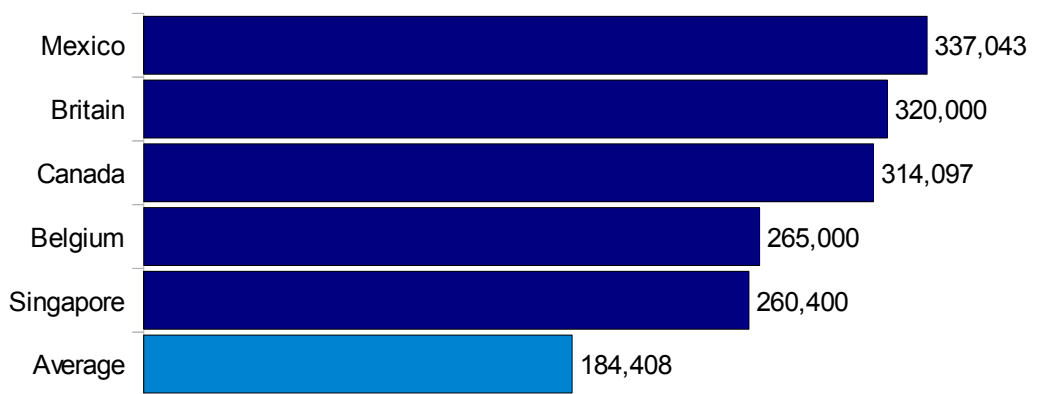
The popularity of local drivers like Sergio Pérez in Mexico and 2017 champion Lewis Hamilton in Britain meant that these races retained their status as the best attended events of the year with a crowd of 337,043 in Mexico and 320,000 in Britain.

On race-day attendance alone, it was the British GP that came out on top with 137,000 spectators, compared to Mexico's 135,857. Britain has now been the best attended event on race day for nine years in a row, peaking at 140,000 in 2015. The three best-attended races of the decade were all British GPs. However, the race is scheduled to leave the calendar after 2019 after the promoter decided to sever its contract early for financial reasons.

It is one of a number of factors that may hit attendances over the next few years. In 2017 four races offered three-day general admission tickets for under \$100 - Malaysia, China, Russia and Japan - down from five in 2016. One of these races, Malaysia, will not be on the calendar next year so it may be down to just three – bad news for bargain-hunting fans.

Average attendance remains lower than a decade ago. Although total three-day attendance increased by 9.3% between 2008 and 2017, this was due to a shift from 18 to 20 races. Average attendance per event fell by 1.6% from 187,386 to 184,408 while the drop in average race day attendance was a more significant 4.6%, from 83,704 to 79,858.

TOP 5 THREE-DAY ATTENDANCES IN 2017



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

TOP 5 BEST-ATTENDED RACES OF THE DECADE 2008-2017

	Race	Venue	Race-day attendance
1	2015 British GP	Silverstone	140,000
2	2016 British GP	Silverstone	139,000
3	2017 British GP	Silverstone	137,000
4	2017 Mexican GP	Mexico City	135,857
5	2016 Mexican GP	Mexico City	135,026

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

Specification 148 page A4 PDF report

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About the Grand Prix Attendance Report

The first **Grand Prix Attendance Report** was published by Formulamoney in 2016 and is now on its third edition. 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 2008. 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.

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.