

The Impact of Ticket Prices on Attendance at the United States Grand Prix in Austin (2018–2023)

Saisha Swain

Downingtown Stem Academy, 335 Manor Ave, Downingtown, PA 19335, United States

ABSTRACT

While Formula 1 has experienced rapid growth in popularity in the United States, little research has examined how ticket prices affect attendance—representing a key gap in sports economics. This study examines the relationship between ticket prices and attendance at the Austin Grand Prix from 2018 to 2023, using publicly available data from official Formula 1 sources, Motorsport.com, GP Today, and F1 Destinations. The analysis focuses on General Admission and Grandstand passes to assess how changes in pricing align with shifts in weekend attendance. Results indicate that, despite significant increases in ticket prices, attendance rose consistently across the period. While factors such as expanded media exposure, the addition of new U.S. races, and the influence of *Drive to Survive* likely contributed to this growth, rising costs did not appear to discourage fans. These findings suggest that Formula 1's U.S. audience demonstrates relatively low-price sensitivity, highlighting the sport's success in cultivating a loyal and economically resilient fan base.

Keywords: Formula 1 (F1); Ticket pricing; Sports economics; Attendance elasticity; Austin Grand Prix; Fan behavior

INTRODUCTION

Formula 1 has experienced rapid growth in popularity in the United States, with the Austin Grand Prix emerging as a major annual sporting event. While media exposure, particularly through Netflix's *Drive to Survive*, has expanded the sport's audience (1-4), the increasing cost of tickets for general admission, grandstand seats, and premium passes raises a critical question: how sensitive is attendance to ticket price? Despite growing interest in Formula 1, there is limited empirical evidence on whether rising costs influence

fan attendance in the U.S., representing a gap in sports economics research. This gap is particularly notable given Formula 1's distinct position as a globally franchised, high-cost motorsport with limited U.S.-based events, suggesting that its consumer dynamics may differ from those of more extensively studied domestic sports like football or baseball and thus warrant greater scholarly attention.

This paper investigates the relationship between ticket prices and attendance at the Austin Grand Prix from 2018 to 2023. Using official data from Formula 1, F1 Destinations, and Circuit of the Americas reports, attendance trends are analyzed alongside ticket cost changes to determine whether demand is price sensitive or largely inelastic. Attendance figures are further verified through independent motorsport publications (5). By examining this case, the study provides insight into how pricing strategies may affect attendance,

Corresponding author: Saisha Swain, E-mail: saishaswain4@gmail.com.

Copyright: © 2025 Saisha Swain. This is an open access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Accepted November 10, 2025

<https://doi.org/10.70251/HYJR2348.36501508>

contributing to a more nuanced understanding of sports economics and offering practical implications for event organizers balancing affordability, profitability, and market growth in the United States. Moreover, Formula 1 represents a distinctive context for such analysis: unlike most sports with relatively low entry costs, F1 operates within an industry defined by massive, fixed costs, advanced technology, and a natural oligopoly where only a few teams can compete sustainably. This makes it a unique and underexplored setting that merits greater scholarly attention.

Literature Review

Researchers have studied many factors that influence sports attendance, including ticket pricing, team performance, media presence, and fan loyalty. Most studies focus on American leagues like the NFL, NBA, and MLB, while research on Formula 1 in the U.S. remains limited, especially regarding ticket prices and attendance at specific events like the Austin Grand Prix.

Borland and Macdonald (6) highlight that attendance depends on multiple factors beyond price, such as team quality, star players, rivalries, and even weather, making it difficult to isolate the effect of ticket cost alone. Coates and Humphreys (7) provide statistical evidence that the price elasticity of demand in sports is generally low, with fans often willing to pay higher prices due to emotional investment in events.

Garcia-del Barrio and Reade (8) extend these findings to global sports, emphasizing that media exposure—particularly during COVID—can sustain fan engagement even when attendance is limited. This is relevant to Formula 1, where media like Netflix's *Drive to Survive* likely attracts new fans beyond the live event experience.

Overall, these studies show that while ticket prices influence demand, factors like fan loyalty, media coverage, and event excitement are also important. My research contributes by focusing specifically on live attendance in Formula 1, offering insights into how price and popularity interact in a growing U.S. market.

Background

The Formula 1 Austin Grand Prix hosted at the Circuit of the Americas in Austin has become one of the most popular events involving motorsports in the United States. The event's debut in 2012 came to be Formula 1's official return to the United States after a 5-year absence following the 2007 Indianapolis Grand Prix. The Circuit of the Americas was the first purpose-

built track in the United States, designed by a German architect Herman Tilke alongside American motorcycle legend Kevin Schwantz. Over the past years, the Austin Grand Prix has gained intense popularity, attracting hundreds of thousands of fans, helping recognize Formula 1's significance in American sports.

Bringing Formula 1 to the United States was part of a larger goal in growing F1's overall fan base across the world. It was believed that Texas's economy would attract worldwide attention to the sport according to former Texas Governor Rick Perry: "Texas's relatively strong economy continues to draw both national and international attention and I commend Comptroller Combs for her work in bringing this exciting event to the Lone Star State" (9).

The Circuit of the Americas has hosted 12 grand prix events since its opening and can be considered one of the most successful modern tracks in Formula 1 racing due to its rapid and large increase in attendance and popularity. Attendance alone has surged to record-breaking numbers, reaching around 440,000 attendees among the race weekends in recent years. Additionally, track-held events and sights have increased popularity for the race. Fans enjoy concerts, celebrity experiences, and many other attractions boosting fan morale for the event and enhancing the overall F1 experience among attendees.

From an economic standpoint, the Austin Grand Prix is a clear picture of the interaction between price, demand, and supply. As F1 popularity is quickly increasing in the United States, ticket prices have begun to rise steadily. Specifically for premium experiences and passes such as Paddock Clubs and Team-Specific Paddock Passes, prices have risen considerably over recent years. Even as these more exclusive options have become more expensive, overall attendance at the Austin Grand Prix has remained strong. This shows that the demand for high-end experiences remains strong even at higher prices, with fans continuing to purchase expensive premium access passes despite the escalating costs. Even with these increases, attendance continues to rise, which raises questions about other factors regarding the elasticity of demand, such as the role of media, event experience, marketing strategies, and other factors affecting consumer behavior surrounding the popular race.

The media has played a major role in boosting the popularity of the Austin Grand Prix and Formula 1 in the United States. Netflix's *Drive to Survive* is widely regarded as a turning point in American interest, as it

brought viewers behind the scenes of teams, drivers, and dramatic moments on and off the track.

Studies show that many new fans credit the series with sparking or deepening their engagement with the sport (10). As the show grew in popularity, so did general interest in live events such as Austin. Beyond the competition itself, many fans now attend races to see in person the drivers and teams they follow on television and social media, reflecting the series' success in turning athletes into recognizable public figures.

METHODS AND MATERIALS

For this research, I collected attendance and ticket price data from the Austin Grand Prix (United States Grand Prix) for the years 2018 through 2023. The specific data collected was overall attendance per race weekend over the span of 5 years alongside attendance specifically on race days. Additional data collected were prices for the admission tickets for each yearly race: general admission and grandstand. The sources I used were the official Formula 1 website, Motorsport.com, F1 Destinations (5, 11, 12), and Trackside Online (13). No specific site released the publication of all of the attendance numbers and data which resulted in the use of the three sites together. These sites were chosen because they provide reliable, public data that is updated regularly and cited by other motorsport analysts.

The attendance numbers were taken from post-race reports and official event press releases published each year which were found on each of these sites. This includes the total number of spectators over the race weekend, not just for race day, since weekend attendance is a better measure of the event's popularity. Ticket prices were gathered from the official F1 site, focusing on the average price for general admission and grandstand tickets, as this is the most accessible option for most fans.

Ticket prices were collected from multiple sources, including the official Formula 1 site, F1 Destinations, and Motorsport.com (11, 5, 12). When prices for General Admission or Grandstand passes differed slightly between sources, I used a simple average in which each source was given equal weight.

Secondary-market or resale prices (e.g., from StubHub or SeatGeek) were excluded, as they often show markups unrelated to face-value pricing that is set by event organizers. This approach ensures that the reported averages reflect official or near-official

ticket costs available to the majority of fans at the time of initial sale. While equal weighting may not fully capture small reporting differences between outlets, it avoids over-representing any single source and maintains consistency across all years studied.

For 2022 and 2023, official race-day (Sunday) attendance figures were not released. To estimate these values, I calculated the average ratio of race-day to total weekend attendance using years with both figures available (2018, 2019, and 2021), during which race-day attendance consistently represented about 40–42% of the total weekend crowd. This ratio was then applied to the published weekend totals for 2022 and 2023; for example, with a weekend attendance of 440,000 in 2022, the estimated race-day figure is approximately 178,000 (40.5% of the weekend total). This approach assumes the proportion of Sunday to weekend spectators at the Circuit of the Americas has remained stable over time, allowing for consistent comparison across years.

The data was organized chronologically to see how attendance and prices changed year to year. As Figure 1 and Figure 2 show, the attendance numbers collected include both weekend totals and race-day numbers, which provides a broader perspective by showing overall demand across the entire event as well as the turnout on race day. A strength of this approach is that it captures multiple areas of attendance for the event, but a weakness is that it can make direct comparisons less precise, since weekend and race-day attendee

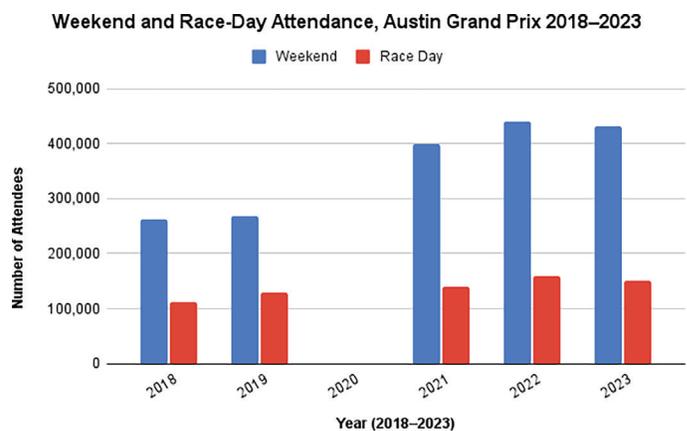


Figure 1. Weekend and race day attendance at the US Grand Prix in Austin, 2018–2023. The blue bars represent total race day attendance, and the red bars represent total weekend attendance. Data indicate a gradual increase in overall attendance over the 6-year period, with the peak observed in 2022.

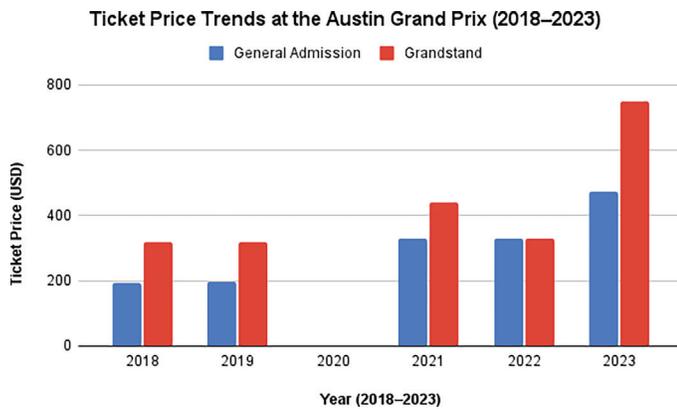


Figure 2. Ticket price trends for the US Grand Prix in Austin, 2018–2023. The blue bars represent general admission ticket prices, and the red bars represent grandstand ticket prices, shown for each year in chronological order. The graph highlights the rise in both ticket categories over time, with grandstand prices consistently higher than general admission prices.

crowds may have different responses to price changes. In addition to these numbers, the prices for each pass—whether grandstand or general admission—were also collected to monitor increases or decreases in price which could have affected fan interest in attending. The data can be observed in Figure 1 and Figure 2.

RESULTS

Attendance at the Austin Grand Prix from 2018 to 2023 shows a clear upward trend, reflecting growing interest in Formula 1 in the United States. Weekend attendance rose from 263,160 in 2018 to a peak of 440,000 in 2022, before slightly decreasing to 432,000 in 2023. Race-day attendance followed a similar pattern, increasing from 111,580 in 2018 to an estimated 160,000–170,000 in 2022, then declining to approximately 151,000 in 2023 (4-6, 11-17). The 2022 peak in attendance at the Austin Grand Prix can be attributed to several factors, including the resurgence of events following the pandemic, increased global exposure from Netflix’s *Drive to Survive*, and heightened local interest in Formula 1. The 2022 season marked the first year since the pandemic that all races were open to the public, leading to a significant increase in overall attendance across the series. This growth is often credited to the influence of *Drive to Survive*, which introduced a new audience to the sport (1-4).

Comparing weekend totals to race-day figures reveals consistent patterns: race-day attendance generally represents around 40–42% of weekend totals, indicating that many fans attend multiple days or participate in fan activities outside the main race. This explains why weekend attendance is always higher than race-day numbers, and highlights that measuring only Sunday attendance could underestimate the event’s total demand.

Ticket prices increased substantially during this period. General Admission tickets rose from approximately \$195 in 2018 to \$475 in 2023, while Grandstand tickets increased from \$320 to \$750 (7, 20, 21). Despite these higher prices, overall attendance continued to grow.

A rough, illustrative calculation comparing the percentage change in General Admission prices to the corresponding percentage change in weekend attendance over the 2018–2023 period indicates that even when price from the General Admission ticket price increased, weekend attendance did not decrease. This relationship is illustrative and does not imply causation. The “elasticity” shown here reflects a rough association between ticket price and attendance, not a true measure of price elasticity of demand. Still, this pattern is unusual compared to most other large U.S. sporting events, where attendance typically decreases as prices rise. The result suggests that Formula 1 fans may be less sensitive to ticket costs, possibly because of the sport’s exclusivity, international appeal, and limited number of races held in the United States each year.

To account for potential changes in the value of U.S. currency, I evaluated inflation between 2018 and 2023 using official data and found minimal change over this period, suggesting that currency inflation did not materially affect the comparison of attendance relative to ticket prices. It is important to note that while correlations between ticket cost and attendance are presented, these estimates do not imply causation or true price elasticity; they provide a descriptive overview of trends in attendance relative to ticket pricing over time.

The curve in Figure 3 suggests that attendance increases alongside ticket price up to around \$275–\$300 for General Admission passes. Beyond this point, the curve begins to flatten and eventually decline, indicating that higher prices may start to limit growth in attendance. This pattern implies that while moderate price increases have coincided with rising demand, there appears to be a threshold after which further price hikes may discourage some fans. These results

are approximate and should be interpreted with caution, as factors such as media exposure, post-pandemic recovery, or concurrent local events could have influenced attendance independently of ticket prices.

Some deviations from the trend can also be observed. Attendance in 2020 was zero due to the COVID-19 cancellation, and minor fluctuations in other years may reflect external conditions such as weather, competing local events, or tourism patterns in Austin (14-16). For example, slight dips in race-day attendance relative to weekend totals in 2023 may reflect scheduling conflicts or variations in fan travel patterns rather than decreased interest in the sport.

Overall, the data shown in Figures 3-6 demonstrate steady growth in both weekend and race-day attendance over the six-year period, even in the face of rising ticket prices. Figures 3–6 illustrate the relationships between ticket pricing (General Admission and Grandstand) and attendance, showing that attendance trends remained strong across all categories and years. These results indicate that fans continue to value the live experience

of attending a Formula 1 event in the United States, and that the Austin Grand Prix has built a consistently engaged audience.

Overall, the confirmed data show that Formula 1 in the United States has had steady growth in attendance with few interruptions or declines aside from the 2020 COVID-19 cancellation. Rising ticket prices for specific attendee categories have proven to have had little to no effect on fan turnout, suggesting that demand is relatively stable and that fans place high value on the live Formula 1 experience.

DISCUSSION

Weekend attendance at the Austin Grand Prix has consistently exceeded race-day numbers, reflecting the multi-day nature of the event and the wide range of fan activities available beyond Sunday’s main race. This pattern suggests that overall engagement extends well beyond the competition itself, aligning with findings from previous studies that emphasize

General Admission vs. Weekend Attendance

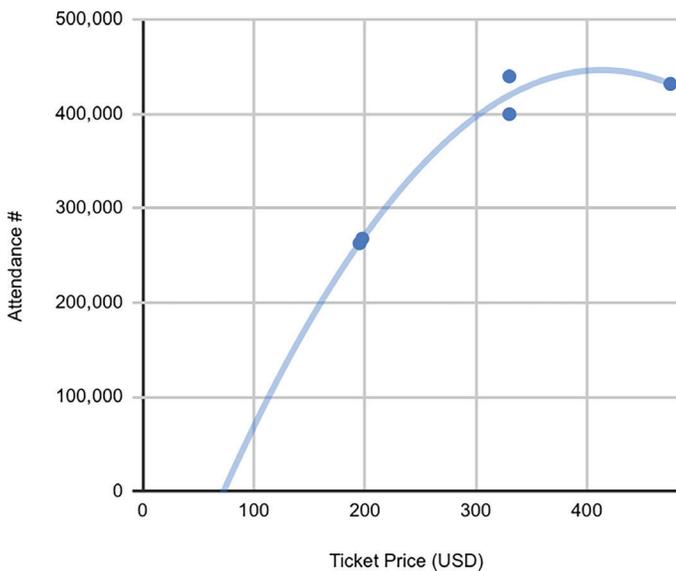


Figure 3. Relationship between General Admission ticket prices and weekend attendance at the U.S. Grand Prix in Austin, 2018–2023. The blue line represents the line of best fit, showing how weekend attendance has varied alongside General Admission ticket prices. Despite prices rising from about \$195 in 2018 to \$475 in 2023, weekend attendance also increased, suggesting that higher costs had little effect on fans’ willingness to attend.

General Admission vs. Race day Attendance

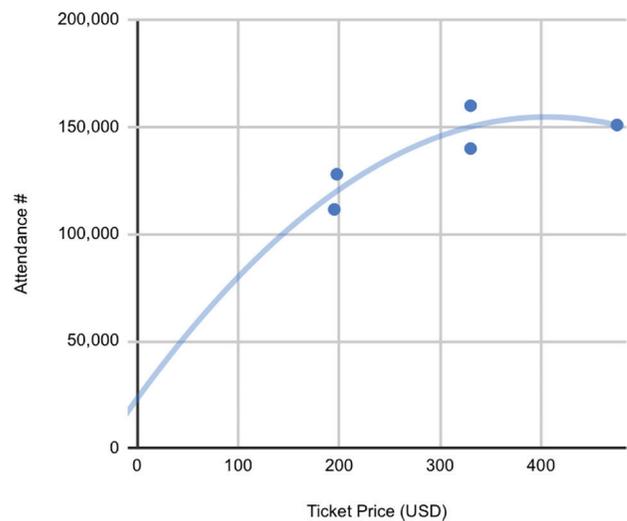


Figure 4. Relationship between General Admission ticket prices and Sunday race-day attendance at the U.S. Grand Prix in Austin, 2018–2023. The blue line of best fit illustrates how race-day turnout responded to changing ticket prices. Attendance rose from 111,580 in 2018 to an estimated 160,000–170,000 in 2022 before dipping slightly in 2023, showing strong overall growth despite rising prices and indicating that race-day demand remained largely unaffected by cost increases.

Grandstand vs. Race day Attendance

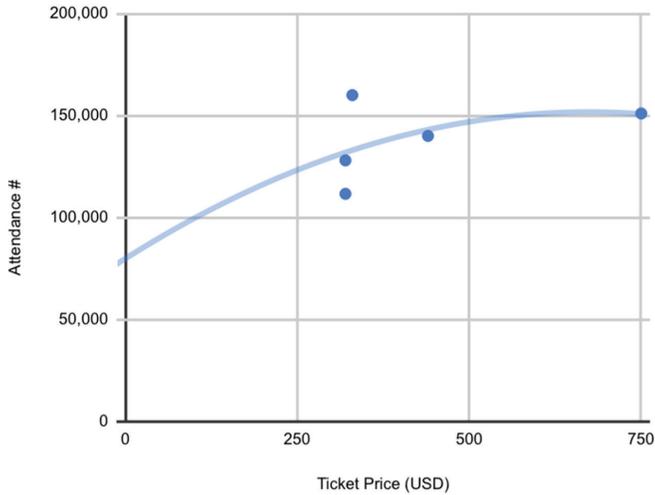


Figure 5. Relationship between Grandstand ticket prices and weekend attendance at the U.S. Grand Prix in Austin, 2018–2023. The blue line of best fit indicates how weekend totals shifted as Grandstand prices rose from \$320 to \$750. The upward trend in attendance across this period demonstrates that higher costs for reserved seating did not significantly reduce demand, highlighting fans’ willingness to pay for both access and the enhanced viewing experience.

Grandstand vs. Weekend Attendance

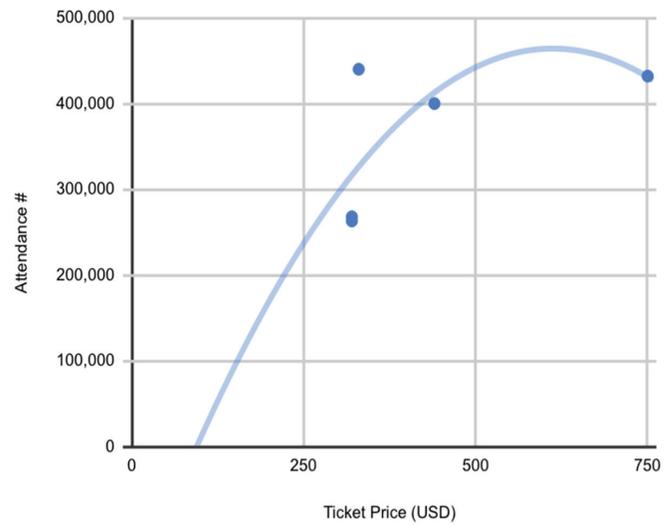


Figure 6. Relationship between Grandstand ticket prices and Sunday race-day attendance at the U.S. Grand Prix in Austin, 2018–2023. The blue line of best fit shows how race-day attendance corresponded to Grandstand price changes. Attendance rose despite higher ticket prices, indicating that demand in Austin is relatively unresponsive to cost increases. Race-day numbers are consistently lower than weekend totals because many fans attend multiple days or participate in additional event activities, such as fan zones, trackside experiences, and team interactions. This difference highlights that overall engagement extends beyond the main race itself and is influenced more by media exposure, event exclusivity, and the complete live experience than by cost alone.

the importance of broader fan experiences in driving sports attendance (8-10).

Price is not the only factor that determines attendance. Other factors, such as the influence of Netflix’s *Drive to Survive*, post-pandemic enthusiasm, local event timing, and added attractions like concerts and hospitality packages—likely played significant roles in sustaining demand (9). Borland and Macdonald (8) similarly note that sports attendance is shaped by a mix of variables, including event atmosphere, star appeal, and overall excitement, rather than ticket cost alone.

Formula 1’s broader economic impact in the U.S. can also help explain growing attendance. According to Reuters (19), Formula 1’s growing commercial value in the U.S. aligns with rising demand for events like Austin. CNBC (20) reports that sponsorships, merchandising, and local tourism revenue have surged in markets hosting races, while NBC Sports (21) highlights increased television viewership and media coverage of F1 in the U.S. Forbes (22) further notes that fans’ willingness to invest in tickets and premium passes reflects sustained interest and commercial

growth, even as prices increase.

Overall, these results fit with what past studies have found in other sports: fans are willing to pay more for events they really care about, so attendance doesn’t drop just because ticket prices go up. Limited U.S. races, premium experiences at Austin, and media-driven excitement all probably contributed to the steady growth. This study shows that Formula 1 in the U.S. is similar to other popular sports in that overall fan experience and interest often matter more than price.

CONCLUSION

The data from 2018 to 2023 shows clear and steady growth in attendance at the Austin Grand Prix, even as ticket prices rose significantly. Weekend attendance increased from 263,160 in 2018 to 432,000 in 2023,

with race-day attendance following a similar pattern. The data suggest that the responsiveness of attendance to ticket prices varies across the range — demand initially rises as prices increase, reflecting an apparent, illustrative case of positive elasticity, before tapering off at higher price levels where attendance begins to decline. This pattern highlights that fans value the live experience and premium offerings, and that Formula 1's growing presence in the United States outweighs cost considerations, even though this relationship does not represent a true measure of price elasticity of demand.

While external factors such as expanded media coverage, new U.S. races like Miami and Las Vegas, and the popularity of Netflix's *Drive to Survive* likely attracted more viewers, the continued rise in attendance despite higher ticket prices shows that cost has not discouraged spectators. General Admission and Grandstand tickets increased over this period, and premium passes such as Paddock Club and Team-Specific offerings also rose, yet attendance stayed strong. Austin American-Statesman (9) notes that local tourism and economic benefits also contribute to the race's popularity, highlighting the combined influence of media, marketing, and economic factors.

Taken together, these findings suggest that the Austin Grand Prix has built a consistent and very dedicated audience. Although media coverage, marketing efforts, and local conditions may add interest, the main reason for attendance growth is the sport itself, which continues to attract fans even at higher costs. The inclusion of multiple data reporting sources(4-6, 11-17) confirms that reported attendance data is consistent across multiple sources, reinforcing the reliability of the trends observed. In conclusion, changes in average ticket prices from 2018 to 2023 have had little to no limiting effect on total attendance, confirming that the Austin Grand Prix has established itself as a major sporting event in the United States with strong spectator demand.

CONFLICT OF INTEREST

The author(s) declare that there are no conflicts of interest regarding the publication of this article

REFERENCES

1. Drive to Survive Drives New Fans to Formula 1. Available from: https://www.researchgate.net/publication/383757773_Drive_to_Survive_Drives_New_Fans_to_Formula_1_Studying_Viewer_Experien

2. Reality TV in the Social Media Economy: Drive to Survive Shakes Up the F1 Fandom. Available from: https://asapjournal.com/node/reality-tv-in-the-social-media-economy-going-round-in-circles-drive-to-survive-shakes-up-the-f1-fandom/?utm_source (accessed on 2025-10-1).
3. Business Insider, *F1 Popularity in the U.S. Soars Thanks to Netflix Series*. Available from: <https://www.businessinsider.com/f1-popularity-us-netflix-drive-to-survive-2023> (accessed on 2025-10-1).
4. F1 Attendance Figures. Available from: <https://f1destinations.com/resources/f1-attendance-figures/> (accessed on 2025-7-2).
5. F1Destinations.com, “China Offers F1's Cheapest Tickets in 2018, Monaco Most Expensive,”. Available from: <https://f1destinations.com/2018-f1-ticket-prices-ranking/> (accessed on 2025-7-2).
6. Borland J and Macdonald R. *Demand for Sport*. Available from: <https://findanexpert.unimelb.edu.au/scholarlywork/259447-demand-for-sport#:~:text=J%20Borland%2C%20R%20Macdonald,be%20drawn%20from%20existing%20literature> (accessed on 2025-10-1).
7. Coates D and Humphreys BR. Ticket Prices, Concessions and Attendance at Professional Sporting Events. *International Journal of Sport Finance*. 2007; 2 (3): 161–170. <https://doi.org/10.1177/155862350700200305>
8. Garcia-del-Barrio P and Reade J. The Impact of Uncertainty on Fan Interest Surrounding Multiple Outcomes in Open European Football Leagues. 2023. Available at SSRN: <https://ssrn.com/abstract=4322043> or <http://dx.doi.org/10.2139/ssrn.4322043>
9. Austin American-Statesman. *The Impact of Formula 1 on Austin*. Available from: https://www.mountainbonnell.info/austin-pop-culture/the-impact-of-formula-1-on-austin?utm_source (accessed on 2025-7-10).
10. Motors Inside. *The World of F1 is Divided About Netflix Series Drive to Survive*. Available from: https://www.motorsinside.com/en/f1/news/25922-the-world-of-f1-is-divided-about-netflix-series-drive-survive?utm_source (accessed on 2025-10-1).
11. Formula 1. The Official Home of Formula 1® Racing. Available from: <https://www.formula1.com/> (accessed on 2025-7-2).
12. Motorsport.com. “The factors behind Austin's F1 US GP spectator numbers dip.” Available from: <https://www.motorsport.com/f1/news/austin-f1-us-gp-spectator-numbers-dip/10538134/> (accessed on 2025-9-14).
13. Trackside Online. *Attendance Data and Ticket Prices*. Available from: <https://www.tracksideonline.com/f1/>

- austin-2022-attendance (accessed on 2025-10-1).
14. Red Bull Grand Prix of The Americas 2022 Post Event Report. Available from: https://gov.texas.gov/uploads/files/business/2022_Red_Bull_Grand_Prix_of_The_Americas.pdf (accessed on 2025-7-6).
 15. Formula 1 United States Grand Prix 2021 Post Event Report. Available from: https://gov.texas.gov/uploads/files/business/2021_Formula_1_United_States_Grand_Prix.pdf (accessed on 2025-7-10).
 16. Red Bull Grand Prix of The Americas 2018 Post Event Report. Available from: https://gov.texas.gov/uploads/files/business/2018_Red_Bull_Grand_Prix_of_the_Americas_Post_Event_Report.pdf (accessed on 2025-7-10).
 17. General Admission Tickets for F1 at COTA. Available from: [https://www.kvue.com/article/sports/motor/formula-1/general-admission-tickets-f1/269-e17f5756-a267-4823-a601-686bca255204#:~:text=Fans%20will%20have%20the%20option%20to%20get,of%20the%20Americas%20\(COTA\)%20%2D%2D%20for%20\\$425](https://www.kvue.com/article/sports/motor/formula-1/general-admission-tickets-f1/269-e17f5756-a267-4823-a601-686bca255204#:~:text=Fans%20will%20have%20the%20option%20to%20get,of%20the%20Americas%20(COTA)%20%2D%2D%20for%20$425) (accessed on 2025-7-10).
 18. Red Bull Grand Prix of The Americas 2018 Post Event Report. Available from: https://gov.texas.gov/uploads/files/business/2018_Red_Bull_Grand_Prix_of_the_Americas_Post_Event_Report.pdf (accessed on 2025-7-10).
 19. Reuters. "Formula One fan growth continues, boosted by China." Available from: <https://www.reuters.com/sports/formula1/formula-one-fan-growth-continues-boosted-by-china-2025-03-19/> (accessed on 2025-7-02).
 20. CNBC, *F1 US Grand Prix Tickets in High Demand*. Available from: <https://www.kvue.com/article/news/local/f1-us-grand-prix-tickets-high-demand-prices/269-50ae0b7e-0e8c-490f-8c0e-89640ffec046> (accessed on 2025-7-10).
 21. NBC News. "Formula 1 popularity explodes in U.S. as 2023 season begins." Available from: <https://www.nbcnews.com/news/us-news/formula-1-popularity-explodes-us-2023-season-begins-rcna71676> (accessed on 2025-9-14).
 22. Forbes. *F1 Fans Willing to Pay for Premium Passes*. Available from: <https://www.forbes.com/sites/example> (accessed on 2025-9-14).