Austin, Texas

- 15th most populous market in the United States
- Ideally located for North, South and Central American visitors
- Proximity to San Antonio, Dallas, Houston within population triangle of approximately 22 million people
- Daily air service within 180 miles to more than 100 international destinations
- Unique culture, large film industry presence and world-class nightlife and entertainment
- Known as the Live Music Capital of the World™

National Awards

- Kiplinger named it the #1 Best City for 2010 and for the Next Decade.
- Named nation’s #1 “boom town” for the next decade by Forbes (2011)
- Topped Entrepreneur’s list of “Creative Centers” among 50 cities (2010)
- Named among the nation’s best college towns by MSNBC.com. (2010)
- Number four on Lonely Planet’s list of top vacation destinations for 2011
- Voted top 10 “Sports & Fitness Cities” in the United States by Sports Business Journal
HOME OF THE WORLD CHAMPIONSHIPS

Site Map

- Located only 5 minutes from ABIA
- 15 minute drive from downtown Austin
- Easy access to underutilized SH 130
- Proximity to San Antonio, Dallas, Houston
- Austin central point for fans from Canada, United States and Mexico
Vision: Multifunctional Facility
Economic Impact of Circuit of The Americas

Direct economic impact in excess of $400 million.

- Various economic impacts of project:
  - Motorsports: Formula 1, MotoGP, V8 Supercars and other races and activities
  - Other Events: Music, Festivals, Conferences
  - Construction
  - Permanent Jobs at the facility
  - Innovation and Research
  - Product Launches

- Catalyst for development in the area and the region
Employment

- The Circuit is expected to create approximately 200-300 full-time jobs
- Should create up to 4,000 seasonal and part-time jobs during major event days
  - Race weekends
  - Non-profit events
  - Festivals & Concerts
  - Product launches
  - Conferences & meetings
- Examples of new jobs created:
  - Hospitality
  - Ticketing
  - Maintenance
  - Security
  - Culinary
Facility Uses & Anticipated Growth

- Formula 1
- MotoGP
- V8 Supercars
- Other Race Events and Series
- Driving Experience - Autos & Motorcycles
- Motorsports Driving Club
- Product Launches - Media, Dealers, Consumers
- Music and Festival Venue
- Human Performance - Running and Bicycle Race Events
- Conferences, Meetings and Hospitality
- Technology, Innovation and Research Center
- EMS/Fire/Police Training
- Educational Programs
  - Huston-Tillotson University
  - Texas A&M
  - St. Edward's University
Circuit of the Americas will be an international destination, drawing fans from across the globe.
Formula 1

- Highest class in single-seat auto racing
- Most-viewed annual sport in the world
- One of top three most prestigious sporting events globally (Olympics and FIFA World Cup)
- 520+ million television viewers in 187 countries
- Typical F1 fan is upper-middle class between ages 20 and 59
- More revenue per event than any other sport in the world
- Average of 300,000 attend 3-day race weekend
- 10-year agreement beginning in 2012
Global Attraction

HOME OF THE WORLD CHAMPIONSHIPS

Brazil
India
Canada
Monaco
UK
Germany
Hungary
Turkey
Russia*
South Korea
Japan
China
Singapore
Australia
Malaysia
United Arab Emirates
Bahrain
Italy
Spain
Canada
Belgium
United States
Mexico
Texas

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MotoGP

- MotoGP is the world championship of motorcycle road racing
- In 2010, race attendance worldwide totaled over 2.3 million
- On average 133,000 people attend a MotoGP event
- Broadcast to over 233 million households in over 200 countries
- Typical MotoGP fan is under age 35 and watches 14 races per season
- 1st time in history of US that F1 and MotoGP held at the same venue
- American riders have won more World Championships in the last 32 years than riders from any other country.
- 10-year agreement beginning in 2013
V8 Supercars

- V8 Supercars is one of Australia’s largest sports both in attendance and television audience.
- Live coverage and highlight packages will broadcast in 117 countries on cable and satellite channels worldwide.
- In 2010, approximately 1.7 million people attended V8 Supercars events.
- 2011 season included races in Abu Dhabi, New Zealand and Australia.
- 5-year agreement beginning in 2013.
Regional Attraction

- Austin is the capital of Texas, and the 2\textsuperscript{nd} most populous US state with over 25 million people.
  - Centrally located between and near 3 of the 10 most populous cities in the US: Houston (#4), San Antonio (#7) and Dallas (#9)
  - Combined population of Austin and these 3 cities exceeds 5.4 million
- The Austin area contains over 1.7 million people.
  - Austin’s population growth rate of 1.76\% ranks 5\textsuperscript{th} among the 20 most populous US cities
- The region serves as premiere tourist destination that can accommodate demand associated with large-scale events.
  - NCAA Final Four in Houston 2011 and 2016
  - Super Bowl in Dallas 2011
  - Annual ACL Festival in Austin
  - NCAA Final Four in San Antonio 2008
F1 in Indianapolis

- 15,000 hotel rooms total in metro area
- First three years all hotels in metro and Central Indiana (Richmond, Terre Haute, Lafayette, Bloomington) completely booked months in advance

Estimated attendance on Formula 1 final event day:

- 120,000
- Out-of-state: 94,684

Currently 29,400 hotel rooms in Austin and approx. 30,000 in San Antonio

More than 25% of visitors expected to be international

Expected average total nights stayed for out-of-state visitors expected to be 4.5

*From Don Hoyte, Ph.D., TexasEconomicImpact.com (June 17, 2011)
Commitment to Sustainability

‣ Catalyst for technology research in motorsports
‣ Air quality and environmental initiatives
‣ Commitment to transportation management
‣ Alternative energy events
‣ Future on-site development
‣ Ongoing collaboration with the community
Multifunctional Facility
Significant Economic Impact
Catalyst for Future Growth
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