

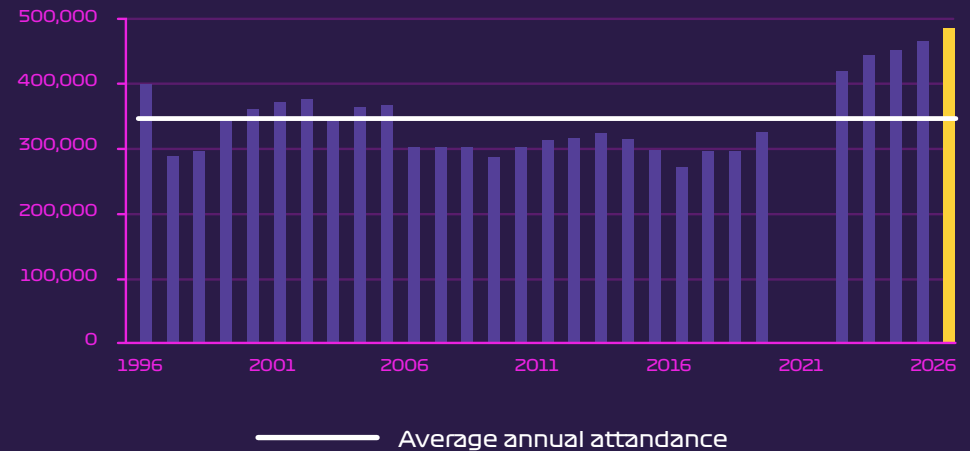
ECONOMIC IMPACT FACT SHEET

ATTENDANCE	2025	2026
Gross estimated attendance	465,498	483,934

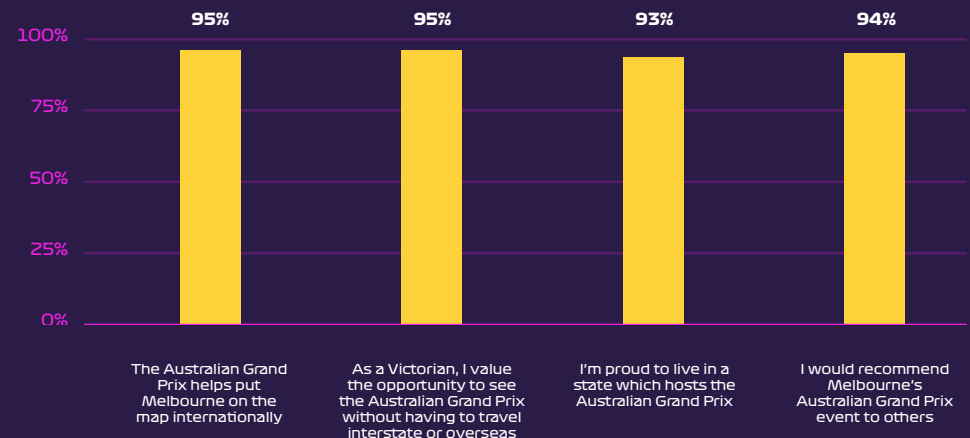
ECONOMIC IMPACT ³	2025	2026
Full-Time Equivalent jobs supported	1,631	2,166
Increase in Gross State Product	\$323.9m	\$429.4m
Broader social benefits*	*Broader social benefits were not measured previously	\$106.1m

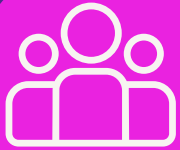
TOTAL ECONOMIC AND SOCIAL VALUE	\$535.5M
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GROSS ESTIMATED ATTENDANCE AT THE F1® AGP SINCE 1996



PROPORTION OF SPECTATORS WHO AGREE OR STRONGLY AGREE WITH THE FOLLOWING STATEMENTS





ATTRACTING NEW AND DIVERSE AUDIENCES

The growing popularity of the F1® franchise is broadening the event's appeal beyond its traditional motorsport audience. At the 2026 event:

- 46% of attendees were female
- 35% aged 16-34 years old



EXTENSIVE GLOBAL VIEWERSHIP AND BROADCAST REACH

- The 2026 F1® Australian Grand Prix reached an audience of 67.1 million and was viewed for 76.1 million hours across broadcast and streaming platforms

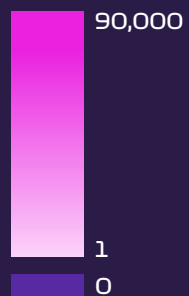
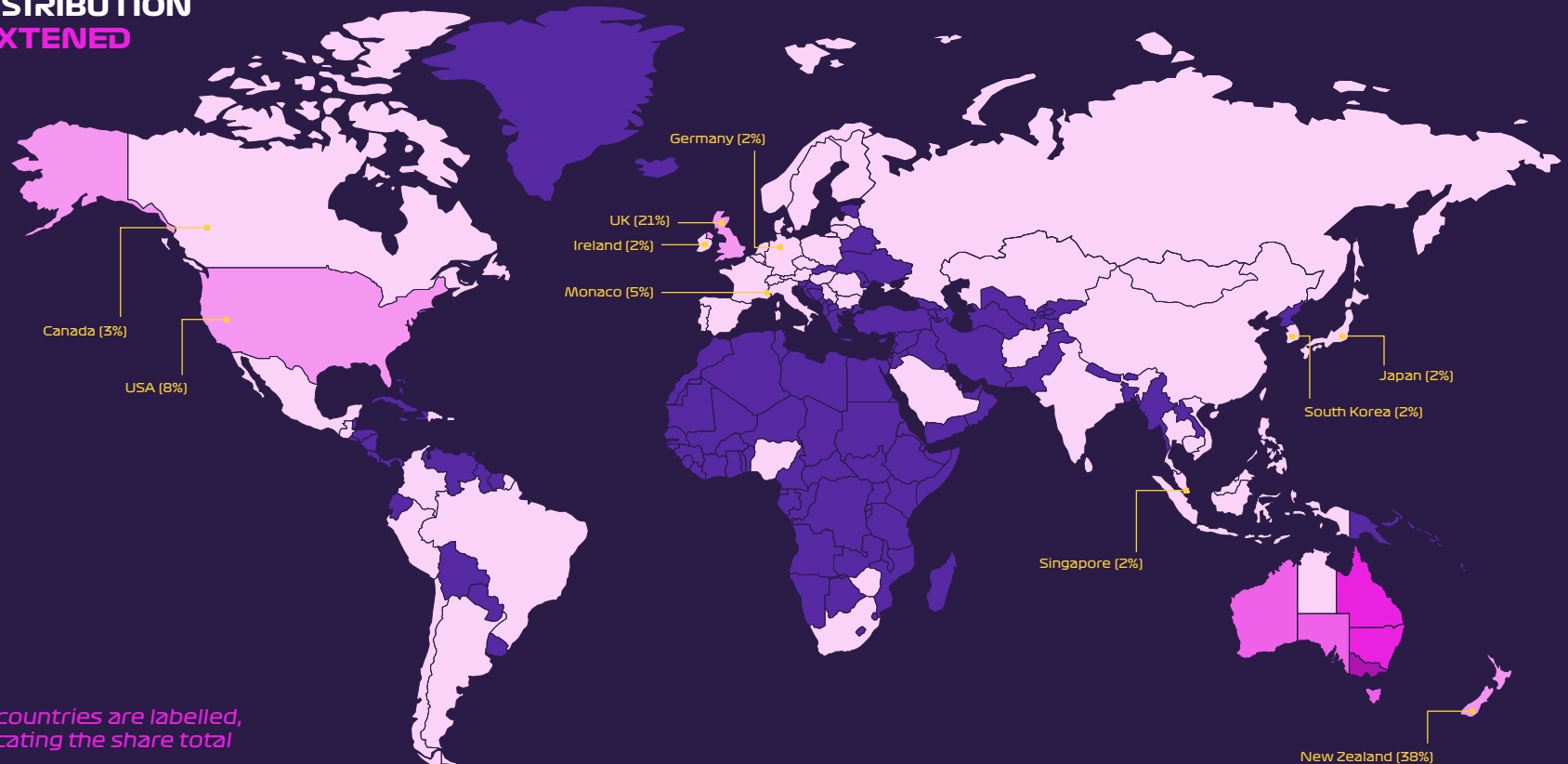


HOTEL OCCUPANCY

- On the Saturday occupancy hit an all-time high of 95.6% with the number of hotel rooms sold the highest ever for the Melbourne CBD.
- Over three days, from 5 to 7 March, the city reached 92.3% occupancy in Melbourne CBD.

GEOGRAPHIC DISTRIBUTION OF SPECIFIC & EXTENDED STAY VISITORS

These visitors came from across Australia and 74 countries worldwide.



Note: Only the top 10 countries are labelled, with percentages indicating the share total of overseas visitation.