‘Strengthen winning formula, reach out to new markets’

Analysts suggest double-pronged strategy to keep F1 crowds coming back for more

By NG KAI LING

AFTER five good years, what more can be done to keep the Formula One race in Singapore fascinating for visitors? With the race extended for another five years, economists and marketing researchers suggest a double-pronged strategy to keep the F1 crowds coming back for more.

Tourism and marketing analysts suggest a double-pronged strategy to keep F1 crowds coming back for more.

The tally for the first four years (2008 to 2011) of the Singapore Formula One weekend came to $560 million in tourism receipts, and attracted more than 404,000 unique visitors. Observers say it is crucial for the organisers to continue to attract popular non-motorheads to the race.

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The race itself is the main draw for him. "I like it because of the night race on a street circuit. I would otherwise avoid it," he said, adding that he could have "March, June, May, April... and it's always the same thing every year." The board is confident that the event will continue to draw crowds. Australian Formula One fan and F1 enthusiasts in Singapore believe that F1 has a community of its own, which goes beyond the usual "me-first and me-last philosophy".

The race, with over 1 million people, out of which a fair number were women. This is also because they can bring their families, but they usually come for a meal at a family-oriented restaurant. "If you want to see the event from the hotel, stay in the Astoria by Mandarin Oriental," said a racegoer.

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