MotoGP Bharat 2023

IMPACT REPORT





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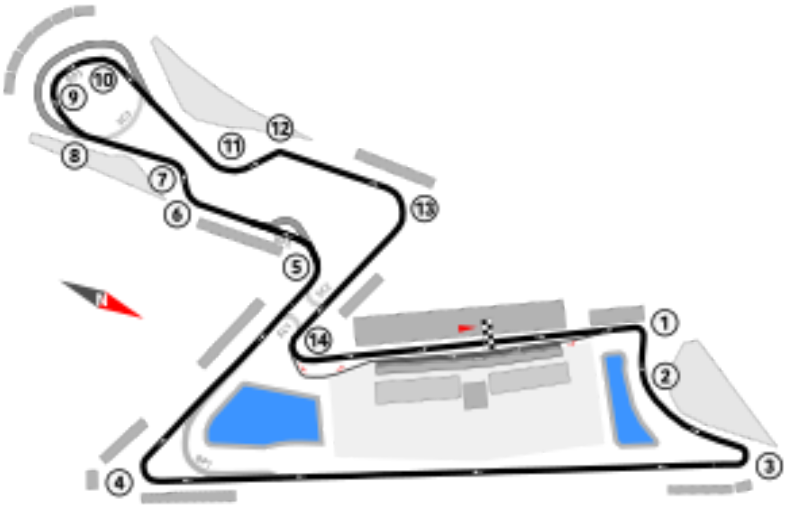
RESEARCH OBJECTIVES

2023

The MotoGP Bharat 2023 event which took place in Greater Noida, Uttar Pradesh, India generated a significant amount of excitement among motorsports enthusiasts and local communities. The event attracted thousands of spectators, with international riders and teams participating in the prestigious motorcycle racing competition. The research project was commissioned by FairStreet Sports, organisers of MotoGP Bharat 2023 to identify the public perceptions and economic impact of the event in the local community.

The aims of the project are to:

- Investigate the long-term legacy effects of hosting MotoGP Bharat, such as increased tourism, infrastructure development, and enhanced brand recognition.
- Assess the economic impact of MotoGP Bharat 2023 on the host city, surrounding regions, and the national economy.
- Examine the spending patterns of attendees, both domestic and international, during the event, including ticket sales, accommodation, food and beverage, and merchandise purchases.



HIGHLIGHT AND KEY UPDATES



INDIAN OIL MOTOGP BHARAT 2023

13th Grand Prix of MotoGP 2023 Calendar. Hosted between 22-24 September 2023 in Buddh International Circuit, Noida.

TOTAL ATTENDANCE

- Friday: 17,776
- Saturday: 35,381
- Sunday: 58,605



PUBLIC PERCEPTION

- People were asked questions regarding the quality of the event on a 1-7 Likert Scale.
- Open-ended questions were framed to capture motivations to attend and suggestions for improvement.

ECONOMIC IMPACT

- Data was collected from a sample of spectators and attendees related to attendance and spending pattern.
- Results were extrapolated to overall attendance

METHODOLOGY



PUBLIC PERCEPTIONS

Satisfaction Level

- Median score of 6 on a 7-point Likert Scale, where 1 is the least satisfied and 7 is the most satisfied.
- 45% of spectators and attendees are between the age-group 26 and 35.
- 74% of spectators and attendees are male.



Motivation To Attend

- Attended F1 Grand Prix before.
- Passionate about bikes and motorsports
- Willing to explore a new event.



Economic Impact

Spend on local products and services

₹ 392,09,80,454

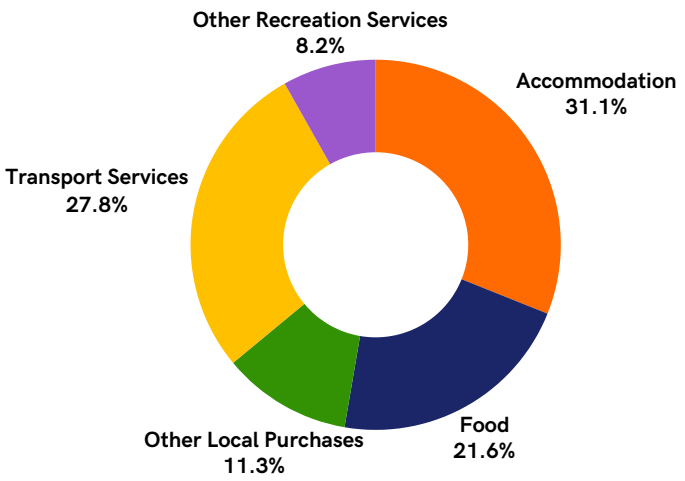
Spend on non-local products and services

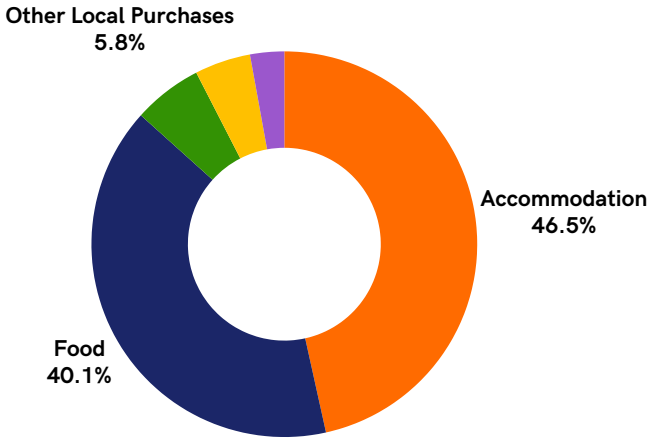
₹ 31,33,33,440

Spend by visitors outside Delhi/NCR/UP

₹ 105,29,63,274

Overall Economic Impact





Spectator Spend
₹ 72,60,41,963

Attendee Spend
₹ 319,49,38,491

₹ 392,09,80,454

US$ 4,72,35,659

- Accommodation
- Food
- Other Local Purchases
- Transport Services
- Other Recreation Services



Recommendations

- Spectators would like availability of necessary services, such as availability of drinking water.

- Proper training needs to be provided to race marshalls as they are the first person(s) to react in case of a trackside emergency.

- Considering motorsports is not very popular in India, organisers should provide better parking facilities and opportunities for spectators to explore the circuit.

TEAM OWNERS

Carlos Ezpeleta
CEO of DORNA



Having the Grand Prix in India was important to show everyone what MotoGP is... and this follows our step of working with the national authorities and using MotoGP as a tool to spread awareness about road safety as well. I think we are experts in how to protect riders, For the manufacturers, India is an important destination. Some of them already have their factories here. On one side, our aim is to consolidate the MotoGP—our show. The second is to consolidate the MotoGP as a tool for safety on the road. And the third is to see the local industries representing Ducati or KTM or other manufacturers expand in the biggest market in the world for a motorcycle

TEAM OWNERS

Paolo Campinoti
CEO of Pramac



An event like MotoGP India positively impacts the local economy. We already have a power generator factory in Kolkata and are thinking of expanding our footprint to other states. I expect that India will continue to improve year by year as it is the biggest market in the world for motorcycles. And Indian people are enthusiastic about motorsports in India. Also, I think it's a great way to promote India globally. From next year, MotoGP India will become the most important race in the world. It was a great finish for us as we finished second on the podium

TEAM SPEAK

Paolo Ciabatti
Sporting Director
Ducati Corse



It was challenging for all our riders, but India is a country we all were aiming to come to and all of us had a fantastic experience. We are super proud of this achievement of MotoGP, and enjoyed the circuit with a unique layout. The lap times were incredibly fast... we saw some great racing and it was a good show for the first Indian Grand Prix.

RESEARCH TEAM



Sarthak Mondal

Sarthak Mondal is a PhD Scholar in Sport Governance at Sheffield Hallam University, United Kingdom. He is also a Lecturer in Sport Management at the University of Portsmouth. He has published over 10+ peer-reviewed research papers.



Taruka Srivastav

Taruka Srivastav is a former Asian Games athlete for India and has pursued her MSc in Sports Journalism from Sheffield Hallam University, United Kingdom. She is a British Council GREAT Scholar and is also freelance journalist for BBC.



THANK YOU

The research has been produced by Playknox and the Indian Sports Management Association

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