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Motorrad Grand Prix at the Sachsenring: Economic driver for an entire region

- **Motorrad Grand Prix generates significant value of around 130 million Euro in the region**
- **Media reports from the Sachsenring reach 1.6 billion people around the world**

Munich. The Liqui Moly Motorrad Grand Prix Deutschland at the Sachsenring is a sporting mega-event and an economic driver for an entire region. More than 233,000 spectators attended the Grand Prix last year, generating an enormous economic footprint that reached far beyond the borders of the Zwickau region. Studies conducted by MotoGP marketing company Dorna Sports reveal that visitors to a MotoGP race bring around 119 million Euro to the region on average. An addition eight million Euro of added value is generated by the approximately 4,000 people involved in organization and the teams themselves. Sachsen will once again become a motorbike mecca this year: the Liqui Moly Grand Prix Deutschland will thrill the region around the Sachsenring from 5th to 7th July.

As well as delivering the 130 million Euro in added value, the Motorrad Grand Prix also acts as a global advertisement for Saxony. The races at the Sachsenring are broadcast live in more than 200 countries, reaching 1.6 billion people around the world last year. A total of 585 media representatives from 20 nations reported from the Sachsenring in 2023. Saxony benefits from this as reporting on TV and on digital channels generated advertising revenues of around 23 million Euro for the region.

“In international terms, the Liqui Moly Motorrad Grand Prix at the Sachsenring is the most significant motor racing event in Germany. The event delivers turbo power for the region and the weekend has priceless global reach from the media perspective. The fans play a key part in this, as they have remained loyal to the event for years. We are regularly able to increase their enthusiasm for this motor racing highlight,” says ADAC Sport President Dr. Gerd Ennsner.

The 44 million fans on the MotoGP social media channels also help to spread the word around the world from the Sachsenring. These users generated 292 visits to Sachsenring content, calling up video content on 130 million occasions. The channels are particularly popular with a predominantly younger target group, with more than 60 percent of users between the ages of 18 and 34.

This is also reflected in the visitors to the Grand Prix. About half (49 percent) of the spectators are under the age of 35. As event organizer, the ADAC supports this development with attractive offerings: entry is free of charge for children and young adults under the age of 14, when accompanied by a paying adult. The affordable “Friday for all” tickets have proved very popular with visitors, allowing spectators entry to all standing areas and all available stands for just 29 Euro.

The enthusiasm of those in attendance shows that the Grand Prix has established itself as a festival of motor racing. 93 percent of visitors to the Sachsenring travel in groups of at least two people. Even



Media Information



more important for the future of the Grand Prix: 95 percent of this year's visitors would recommend the Liqui Moly Motorrad Grand Prix Deutschland at the Sachsenring to their families, friends, and acquaintances.

Sources: Added Value study by the DEP Institute for Dorna Sports with estimates based on data from the 2022 season, media reach by Blinkfire, Camaleonanalytics & Onclusivemedia, Kantar Media and Nielsen Sports for Dorna Sports, visitor satisfaction based on ADAC market research during Grand Prix 2023.

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