

# SEVEN MORE YEARS OF THE SINGAPORE SLING

by Paul Marinelli

After a pandemic induced two-year absence, one of the most exciting sporting events in the Southern Hemisphere is returning from 2022.

The loss of Formula One's original and most spectacular night race, after the 12 incredible events staged in the Lion City since 2008, was a bitter pill to swallow for motor racing fans from all over the world. This event had global television ratings sky rocket and was a tourism magnet year after year.

Affectionately referred to as the "Monaco of the Orient", this Formula One event had developed a level of prestige normally afforded to far more historically significant events on the global calendar. This was due to its spectacular location and unique format, which at the time of its launch made it Formula One's first ever night race.

Some 268,000 spectators attended this event when it was last held in 2019, marking the second highest attendance for the race. There is no doubt that the Singapore Grand Prix remains one of the most highly anticipated events on the racing calendar, given its spectacular five kilometre street circuit that runs through the heart of this vibrant city.

This is the fourth Formula One contract renewal for the Singapore Grand Prix and the seven-year duration of this agreement is its longest. This event has featured an unparalleled line-up of lifestyle and entertainment programs, which have helped to attract more than 550,000 thousand tourists (many of them Australian) since the launch of the event.

The off-circuit entertainment provided is arguably unrivalled by any other Formula One event and has made it extremely popular amongst locals as well. Many current major recording artists or bands have performed as a part of the non-stop four-day festival of music, speed and entertainment. Many international musical acts and their promoters simply did not consider Singapore to be a viable touring venue until it became the host city of a Formula One Grand Prix - now they line up to be a part of it.

It comes as no surprise that, since its debut in 2008, this Formula One race has generated more than S\$1.5 billion in incremental tourism receipts. When you consider how small Singapore really is, (the city is the entire country), this is an extraordinary achievement.

