

SERVING THE GLOBAL COMMUNITY WITH LOCAL FLAVOR

ARE YOU READY?

FORMULA 1™ U.S. GRAND PRIX- NOVEMBER 16-18, 2012

DID YOU KNOW?

- CIRCUIT OF THE AMERICAS™ IS A NEW WORLD-CLASS MOTORSPORTS AND ENTERTAINMENT VENUE IN TEXAS, LOCATED NINE MILES FROM AUSTIN-BERGSTROM INTERNATIONAL AIRPORT AND LESS THAN 15 MILES FROM DOWNTOWN AUSTIN
- 300,000 VISITORS ARE EXPECTED NOVEMBER 16-18TH FOR THE FORMULA 1™ U.S. GRAND PRIX
- FORMULA 1™ FANS SPEND AN ESTIMATED AVERAGE OF \$1,500 PER DAY AT EACH OF THE 20 RACES WORLDWIDE, NOT INCLUDING TRAVELING EXPENSES
(GARZA, VICKY. "RUSH IS ON TO CASH IN ON F1." AUSTIN BUSINESS JOURNAL, 20 APR. 2012.)
- APPROXIMATELY 15% OF THE FORMULA 1™ ATTENDEES WILL BE FROM FOREIGN COUNTRIES
- AS WITH ANY MAJOR EVENT, *IT'S NOT JUST BUSINESS AS USUAL!*

HOW SHOULD YOU GET READY? FOLLOW THESE 5 SIMPLE STEPS!

- 1. THINK ABOUT WHICH OF YOUR PRODUCT OR SERVICES WILL BE MOST APPEALING TO RACE VISITORS.**
FANS WILL BE SEEKING UNIQUELY AUSTIN FOOD, BEVERAGES, SHOPPING, AND EXPERIENCES. MAKE SURE YOU'RE PREPARED TO MEET THIS DEMAND!
- 2. FIND OUT HOW TRAFFIC PATTERNS AND ROAD CLOSURES MIGHT AFFECT YOUR BUSINESS.**
GO TO WWW.ATXGRANDPRIX.ORG FOR UP-TO-DATE INFORMATION ABOUT ROAD CLOSURES AND EVENT ROUTES.
- 3. CONSIDER HOW YOUR BUSINESS WILL OVERCOME ANY LANGUAGE OR CULTURAL BARRIERS WITH CUSTOMERS DURING THE RACE WEEK.**
FOREIGN VISITORS MAY HAVE DIFFERENT CUSTOMER SERVICE EXPECTATIONS, TIPPING CUSTOMS, AND DINING HOURS.
- 4. MAKE SURE YOU HAVE THE PROPER PERMITS.**
IF YOU'RE PLANNING AN EVENT DURING THE RACE WEEKEND, YOU MAY NEED A SOUND PERMIT OR A TEMPORARY USE PERMIT. VISIT [HTTP://WWW.AUSTINTEXAS.GOV/PACECHECKLIST](http://WWW.AUSTINTEXAS.GOV/PACECHECKLIST) TO FIND OUT WHAT PERMITS YOU NEED OR CALL THE CITY'S BIZOPEN TEAM AT 512-974-7800 FOR TECHNICAL ASSISTANCE.
- 5. ATTEND A FREE TRAINING SESSION TO LEARN MORE.**
YOU'LL HEAR FROM BUSINESS LEADERS WHO HAVE OPERATED A SERVICE BUSINESS IN OTHER COUNTRIES AND DURING MAJOR INTERNATIONAL EVENTS, LEARN WHAT THE NOVEMBER RACE COULD MEAN TO AUSTIN BUSINESSES, AND HEAR TIPS ABOUT ADDRESSING THE NEEDS OF INTERNATIONAL CLIENTELE.

AUGUST 22 AT 6:00-7:45 PM
OR
AUGUST 28 AT 8:00-9:45 AM
AUSTIN CITY HALL COUNCIL CHAMBERS
301 WEST SECOND STREET

FREE BUT REGISTRATION AND \$10 DEPOSIT REQUIRED. ONLY NO-SHOWS WILL BE CHARGED \$10.
REGISTER AT WWW.ATXGRANDPRIX.ORG UNDER UPCOMING EVENTS.

VISIT WWW.ATXGRANDPRIX.ORG OR CALL 512-974-7800 FOR ADDITIONAL INFORMATION.

TEXAS CHARM, GLOBAL APPEAL



AUSTIN

