

CASE STUDY

# AUSTRALIAN GRAND PRIX F1 AND MOTOGP

BEHIND THE SCENES OF MAPPING THE  
AUSTRALIAN GRAND PRIX'S LEGENDARY  
F1 AND MOTOGP EVENTS

# INTRODUCTION

Rev your engines and buckle up, because we're about to take you behind the scenes of how the Australian Grand Prix Corporation and Mappedin mapped the most highly anticipated racing events of the year, Formula 1® and MotoGP™.



## WHAT IS THE AUSTRALIAN GRAND PRIX?

AUSTRALIAN  
GRAND PRIX  
CORPORATION

If you're unfamiliar with the Australian Grand Prix™ (which is highly unlikely), let's get you up to speed. The Australian Grand Prix Corporation host two annual motorsport events annually in Australia, the Formula 1® Australian Grand Prix in Melbourne, and the Australian Motorcycle Grand Prix (MotoGP™) on Phillip Island.

Formula 1, often referred to as F1®, is a global racing series that features some of the fastest cars and most talented drivers in the world. MotoGP, on the other hand, is a motorcycle racing series that also boasts incredible speeds and skilled riders. Both F1 and MotoGP have massive global fan bases and are followed by millions of people around the world.

# WHY DID THEY WANT CIRCUIT MAPS?

The big question is, why did the Australian Grand Prix Corporation want to map their Formula 1 and MotoGP circuits? The answer is simple: to give fans the best event experience possible! With so much to see and do at F1® and MotoGP™ events, the circuit maps were the perfect tool to make sure fans don't miss any of the thrilling on-track action or off-track entertainment.

By having digital circuit maps that are interactive and easy to access, event-goers could find their way around the vast event grounds and easily discover all the exciting trackside amenities, grandstands, vendors, and fan experience events.

With the ability to make real-time edits to the maps, event organizers ensured that fans always had access to the latest information about the events. This was particularly useful for real-time changes, such as adjustments to the navigation routes or the addition of new attractions.

# HOW DID THIS SOLUTION WORK?

Now, let's move on to the solution. Australian Grand Prix Corporation used our [Responsive Web Application](#) to map the entire Albert Park Circuit for the last two F1 events, and the Phillip Island Circuit for the most recent MotoGP event. As an out-of-the-box solution, maps were easily embedded into their website, enabling attendees to search, locate, and navigate to all the must-see attractions and amenities.

## Circuit Map

Explore what's on offer at the Grand Prix™



To make the navigation experience even easier, they used the [Blue Dot feature](#) to enable visitors to see their location in real-time as they moved through the event grounds and followed directions to their desired destinations. Not to mention, event organizers took advantage of the user-friendly [Map Editor](#) tool to make changes to the map at a moment's notice (more on that later).

# FORMULA 1 EVENTS

Ready to take a look behind the scenes at the F1 events?

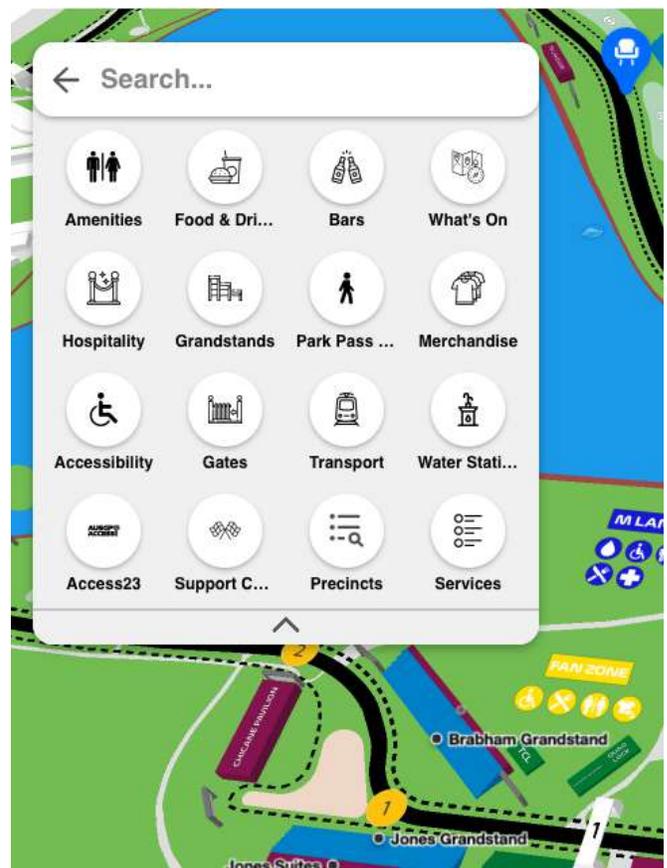
In its first year, the digital circuit map was a roaring success, with over 213,000 unique sessions from the estimated 419,000 race fans attending the Formula 1 Australian Grand Prix 2022. Not only did the map make navigation a breeze, but it also served as a powerful driver of web traffic. In fact, event organizers recorded all-time highs of repeat website visitors, which was something they had never seen before.

At the Formula 1 Australian Grand Prix 2023, the digital circuit map continued to be a fan-favorite. There were 327,000 unique sessions during the event, which is an increase of over 100,000 sessions compared to the previous year, proving its worth as an essential tool for event-goers.

## Map Features

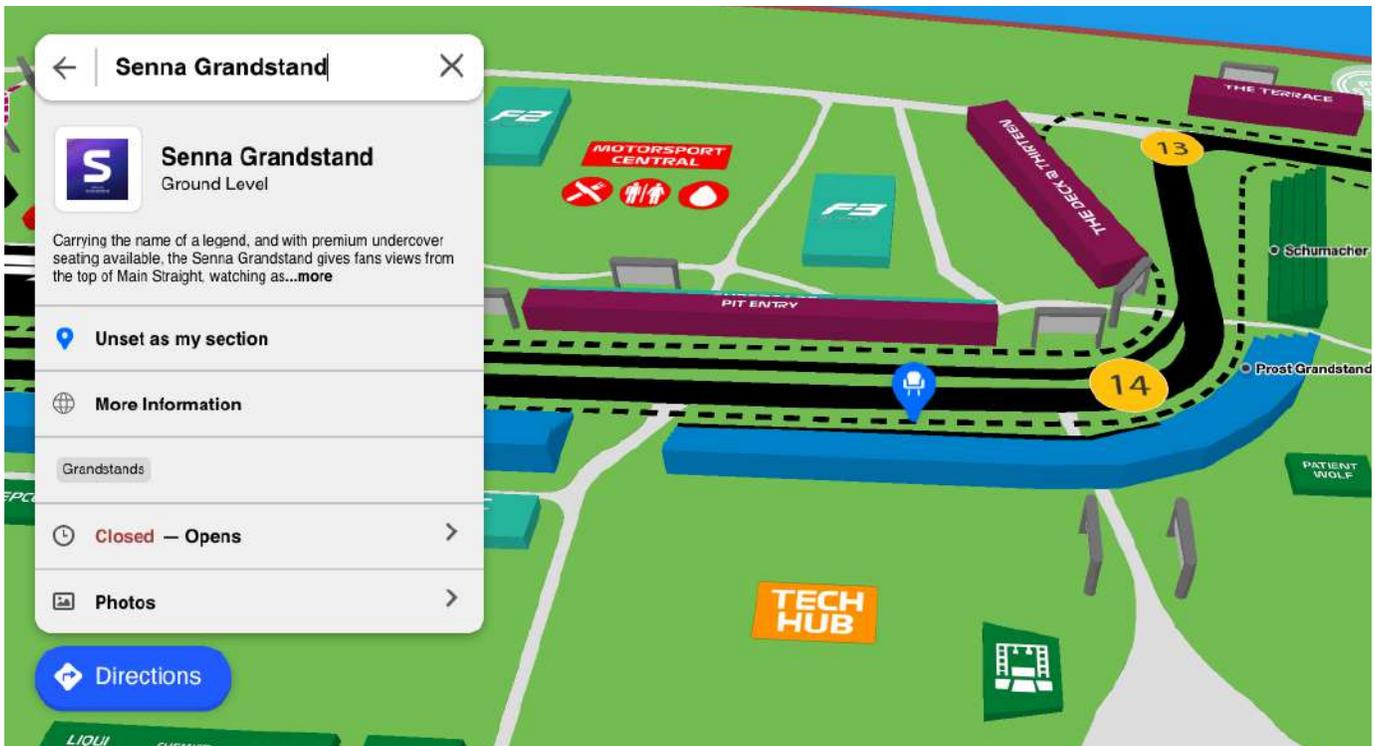
The map is more than just a navigation tool - it's packed with features designed to enhance the fan experience. Customization is at the forefront, with the ability to add logos and color-coded sections, making it easy to identify locations at a glance.

Categories provide a quick overview of what's happening around the circuit, drawing attention to the exciting events happening on the grounds, from brand activations to driver interviews to musical acts. This allows you to plan your day and find the most popular areas.



# FORMULA 1 EVENT

And if you've found the perfect spot to watch the race, you can save your grandstand section with just a few clicks. The map will display your section, so you won't have to wander around aimlessly looking for your seat. Whether you're grabbing a snack or visiting the restroom, you can easily navigate back to your grandstand section with confidence.

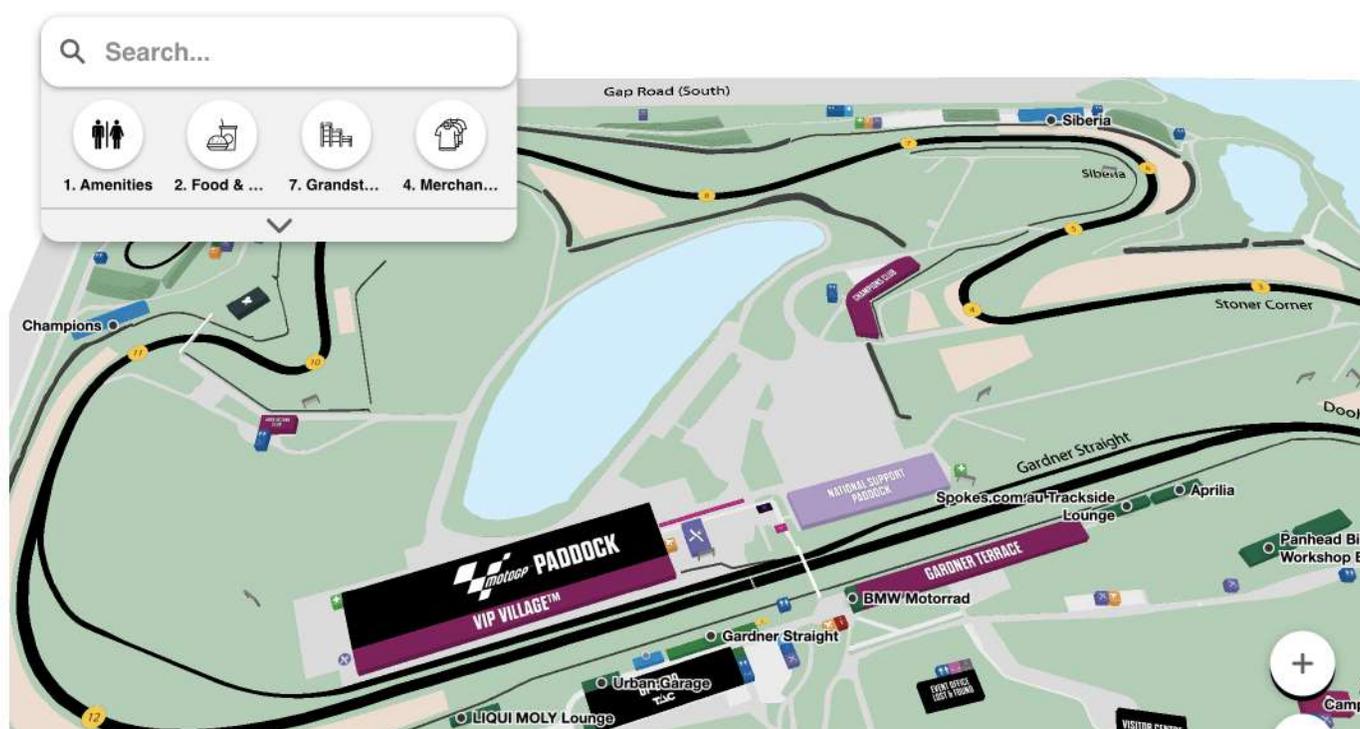


The map also features public transport spots, with links to tram schedules, making it easy to navigate to and from the event. No need to worry about getting lost in the crowds or struggling to find your way back home. Location descriptions were a prime spot for adding links, images, and other important resources, which helped event-goers make the most of their experience.

# MOTOGP EVENT

MotoGP fans were in for a treat when the Phillip Island Circuit map made its debut at the 2022 Australian Motorcycle Grand Prix. The map was a big hit among attendees, who praised its user-friendly design and useful features.

Similar to the F1 events, the map was customized to the needs of the MotoGP audience and included categories to help fans easily find all the action happening around them. Location descriptions were also enriched with useful links and resources, empowering fans to make the most of their time at the event.



One unique situation during the MotoGP event was the heavy weather conditions that rendered several areas near the circuit unusable during the event. Fortunately, event organizers were able to quickly adapt and address the situation thanks to the user-friendly map editing tools. Organizers were able to redirect attendees and close down affected areas, including flooded paths and campsites.

These tools were a game-changer for the event, allowing organizers to make last-minute changes to the map in real-time, ensuring event-goers had the best experience possible despite the unexpected weather conditions.

# REVVING UP FOR THE NEXT BIG EVENT

As we wrap up our look at the latest Australian MotoGP and F1 events, it's clear that digital circuit maps have become an indispensable tool for fans and organizers alike. These maps not only help fans explore every twist and turn of the event, but also enabled organizers to make quick and effortless changes to the event at a moment's notice.

Looking ahead to the future of sports events, it's clear that digital maps are poised to play an even more significant role than ever before. With the potential to offer dynamic advertising opportunities, these maps have the power to change the way fans experience events while providing organizers with new avenues to drive additional revenue.

It's an exciting time for the industry, and we can't wait to see what happens next. [Contact us](#) today to see how our digital map solutions can help bring your event to life.