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A smooth F1 means big impact for Austin

Austin Business Journal by Vicky Garza, Staff Writer

Date: Monday, November 19, 2012, 6:52am CST



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The Formula One U.S. Grand Prix at the newly constructed \$400 million **Circuit of The Americas** facility southeast of Austin went rather smoothly over the weekend, and will result in a large economic gain for the region.

More than 117,000 Formula One fans watched McLaren driver [Lewis Hamilton](#) win the U.S. Grand Prix on Sunday, including local, national and international business people, state and local elected officials and celebrities.

Total attendance at COTA for the three-day weekend was 265,499, according to circuit officials.

[Click here to view photos](#) from COTA and the events surrounding the race, and to find Q&As with some local economic development professionals and business executives who attended the race.

The race revved up business for many Central Texas hotels, restaurants, stores and entrepreneurial land owners near the racetrack who charged fans upwards of \$20 for event parking.

COTA became a major employer over the weekend, hiring thousands of temporary workers for the event through its corporate partners.

Additionally, the circuit and the city of Austin both received great exposure through the hundreds of national and international media covering the race.

Austin Fan Fest wrapped up Sunday night downtown, with [many attendees declaring the event a success](#), KXAN-TV reports. Roadways that were closed off for Fan Fest are set to reopen this morning.

Many downtown bars and restaurants reported a high volume of patrons at night [though some business owners were disappointed](#) after not seeing the anticipated large crowds during the day, the *Austin American-Statesman* reports.

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