# The challenges of Formula 1's global expansion ahead of the 2025 season



The Formula 1 landscape is set for a notable season in 2025, with the return of the racing calendar promising thrilling competitions worldwide. Notably in the spotlight will be Lewis Hamilton, who will don Ferrari red for the first time following his departure from Mercedes at the end of the previous season. Meanwhile, reigning champion Max Verstappen will be aiming to secure his fifth consecutive world championship title.

The 2025 season will feature an expanded schedule of 24 races, with venues spread across diverse locations, including Australia, Azerbaijan, and Japan. The growing global appeal of Formula 1 has led to the inclusion of new venues in recent years, such as those in Las Vegas and Saudi Arabia, in a bid to enhance the sport's commercial viability and reach a broader audience.

Despite the sport's expansion into new markets, some venues have experienced challenges in achieving lasting success. A prominent example of this is the Korea International Circuit, opened in 2010 at a significant investment of £300 million. After hosting just four races, the circuit has remained largely unused for over a decade.

The inaugural race took place in 2013 following a rushed completion that saw FIA approval granted a mere 10 days before the event. Fernando Alonso emerged as the victor, showcasing the track’s potential. However, the circuit, located approximately 200 miles from Seoul and with a capacity to host 120,000 fans, failed to generate the expected economic benefits or sustain interest in the sport.

The reasons for its decline are not easily identifiable, with some critics suggesting that confusion surrounding the term Formula 1, particularly its occasional conflation with K-1, a popular martial art in South Korea, may have impacted the sport's reception in the region. Sebastian Vettel was the last driver to win at this track, taking the top spot in 2013 before the venue was abandoned.

As the excitement builds for the upcoming Formula 1 season, the struggles of tracks like the Korea International Circuit highlight the complexities and challenges the sport faces in the global arena, where financial investment does not always equate to sustained interest or success.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://racingnews365.com/formula-1-calendar-2025> - This URL supports the claim about the 2025 Formula 1 season featuring a 24-race calendar with diverse locations, including Australia and Azerbaijan. It also provides details on the schedule and start times for each race.
* <https://www.espn.com/f1/schedule> - This URL provides further details on the 2025 F1 calendar, including race dates and TV listings, corroborating the expanded schedule across various continents.
* <https://www.formula1.com/en/latest/article/fia-and-formula-1-announces-calendar-for-2025> - This official Formula 1 announcement supports the claim about the 2025 season featuring 24 races and highlights the global reach of the championship, including new and traditional venues.
* <https://en.wikipedia.org/wiki/Korea_International_Circuit> - This URL provides information about the Korea International Circuit, including its history and challenges, supporting the claim about its decline despite significant investment.
* <https://www.autosport.com/f1/news/formula-1-2025-season-preview-10223441/> - This preview article discusses the upcoming 2025 F1 season, including the challenges faced by tracks like the Korea International Circuit, and provides insights into the sport's global appeal and commercial strategies.