

The potential of the global automotive industry as a tourist attraction

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Abstract. The purpose of the article is to theoretically study the global automotive industry as an object of tourist interest. The methodology is based on scientific and special research methods. The used methods were analysis, synthesis, systematization, classification, generalization of economic and methodological literature as well as and scientific publications. The scientific novelty of prerequisites and directions of tourism potential realization studying for the global automotive industry is to formulate proposals and outline prospects for further development of the relevant tourist destinations. Conclusions. The article considers the factors that determine the interest in cars and, consequently, their potential attractiveness for tourist development such as the main forms of potential of automotive industry products in tourism realization; relevant examples of the most popular destinations among tourists are provided; the main directions of increasing the tourist attractiveness of automotive products are characterized such as the groups of potential consumers; outlines further prospects for tourist development of the world automotive heritage.

1 Introduction

Among many inventions of the mankind, the automobile is perhaps the most phenomenal example of the qualitative leap that man-made civilization has made over the past two centuries. From the first primitive models, which were more like carts with inefficient steam engines, through revolutionary units and components such as the internal combustion engine or pneumatic tires, to the latest high-tech, economical and environmentally friendly models, the history of automotive technology demonstrates how the synergy of thousands of talented scientists, engineers, designers and production organizers can produce ever more advanced results. After all, we simply cannot imagine our daily lives without a car. As an integral feature of the modern world, the car can play a variety of roles in it: from a necessary means of transport to a status attribute, from an assistant in work to a collector's item. Despite some periods of stagnation and recession, the global automotive industry is always growing, both in terms of production and sales (especially in countries such as China and India). This comprehensiveness and dynamism of the global automotive industry allows us to speak of it as a complex phenomenon that should be considered in the context of other phenomena, such as scientific progress, economic integration, technoglobalisation, environmental awareness.

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In our opinion, tourism occupies a special place among the phenomena with which the genesis of the automotive industry is closely related. While in the nineteenth century one of the key factors in organizing tourist trips was the development of the first railway networks and the improvement of ship structures, since the beginning of the next century, the constant improvement of car characteristics has been observed, which quickly attracted public attention to their advantages, such as maneuverability, speed, high mobility, as well as the availability of these vehicles for mass use as relatively cheap and easy to operate. In order to meet the growing demand, new models and modifications are constantly appearing on the market, and, as a result, before the Second World War, most industrialized countries had their own automotive industry, represented by still existing companies (BMW, Mercedes-Benz, Audi, Volkswagen, Volvo, Tatra, Ford, Alfa Romeo and others). In contrast, for mass tourism, both organized and amateur, the advantages of travelling by road became apparent with renewed vigor in the early post-war years. This was facilitated not only by purely technical and technological innovations in the automotive industry, as well as the active construction of long motorways and other infrastructure facilities, but also by the liberalization of labor legislation and the rapid growth of citizens' welfare. Cars have proved to be fully capable of meeting the need for a comfortable, richly experienced, but not time- and cost-intensive holiday. Transport capabilities by different cars classes using for tourism sector development is quite detailed in the industry literature. Instead, the purpose of this article is to consider such an aspect of the interaction between the tourism and automotive industries as the ability of the latter to act as an independent object of tourist interest.

2 Materials and Methods

In preparing and writing the article, the following methods were used: analysis (a method that allows dividing research subjects into their component parts), synthesis (which involves combining individual parts or subject features into a single whole), induction (which allows drawing a general conclusion based on the analysis of individual facts), deduction (which involves using general scientific principles in the study of specific phenomena), observation and comparison. The source base was mainly composed of data from open resources dedicated to the activities of automotive industry enterprises, automotive museums, collectors' clubs, car dealerships, theme parks, and motorsport events. We also analyzed offers from companies that specialize in automotive and motorsport tours organizing.

3 Results and Discussion

The interest in cars among the general public is driven by a number of factors. First and foremost, each car is a product in itself that embodies not only current technical and design trends, but also often advanced, even experimental ideas and solutions. Accordingly, a particular model or series can give an idea of engineering or artistic design level at a certain stage of development, and become a source of historical information for future generations. The aesthetic aspect plays an equally important role, which lies in the peculiarities of the artistic form, layout and spatial composition, material and technical structure of the car, its individual fragments or overall appearance. The purely utilitarian role of cars also has an independent value, which consists in the realization of the resource inherent in the model through active everyday use, fulfilment of national economic tasks, participation in sports competitions, etc. The attractiveness of certain models or individual specimens in comparison with others may be equally significant: their cult status as a country's business

card, a "role player" in a famous film, a "participant" in historical events, or the property of a famous person.

Thus, automotive products have a significant potential to attract quite a few categories of visitors, which are represented in Figure 1, based on the variability of their motivation and previous experience. Of course, it is impossible to draw a clear line between different groups of visitors, as each person may have a whole range of aspirations and motives. Age, ethnicity, and gender differences among visitors should also be considered.

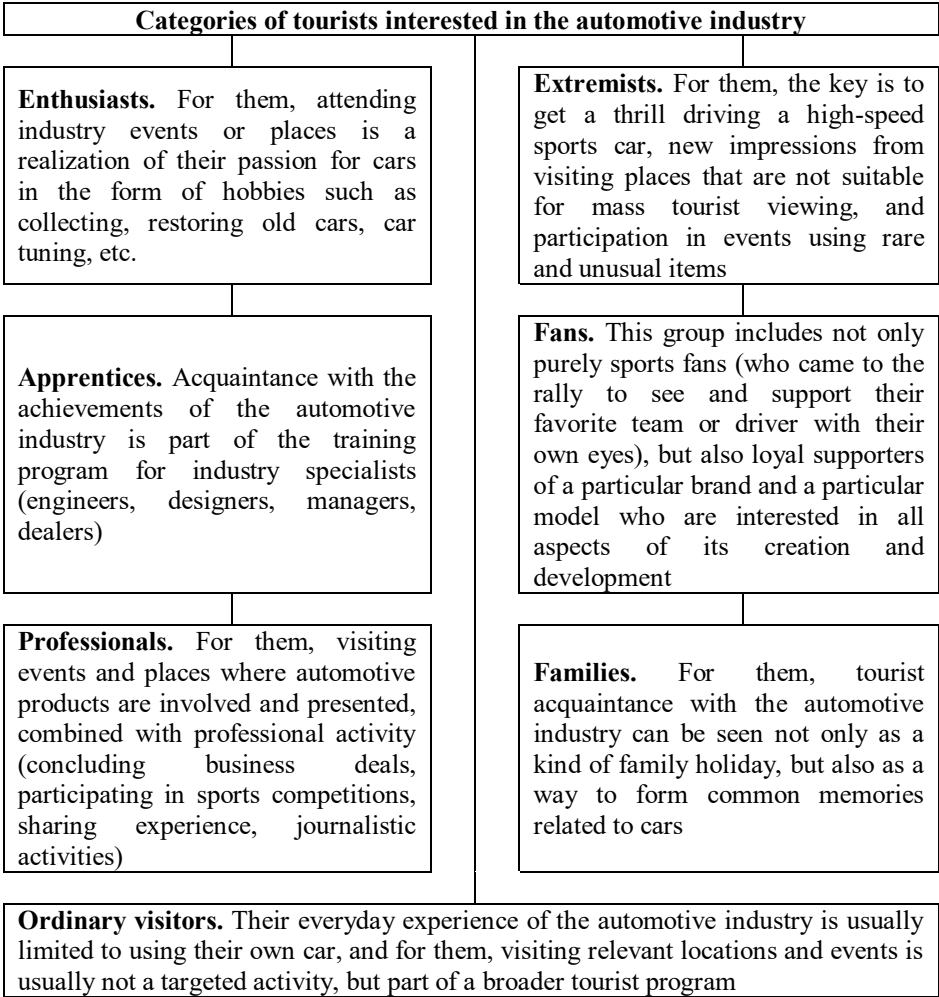


Fig. 1. Categories of tourists interested in the automotive industry

The continuing interest in the history, prospects and opportunities of the automotive industry is actively exploited in tourism by relevant destinations creating, individual programs and tours developing based on individual preferences. Figure 2 shows the most common forms of tourist interest realizing in the automotive industry. These events and locations are powerful resources for the development of tourism market various segments: cultural and educational, event, industrial, business, youth, and family.

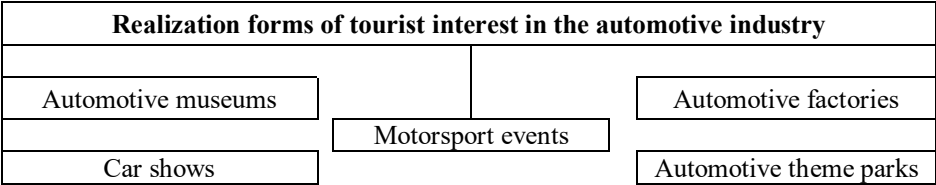


Fig. 2. Realization forms of tourist interest in the automotive industry

3.1 Automotive museums

This category of museum institutions specializes in exhibits displaying related to the automotive world, which allow visitors to get the most complete picture of automotive industry genesis, the historical development of famous automakers, the evolution of specific types, models and modifications of cars, and the life of famous figures in the automotive industry. The National Motor Museum in Beaulieu, founded in 1952 and located in central England, was probably the first car collection to be organized as a museum (in this country, wealthy automotive enthusiasts promoted their own private collections as early as the early twentieth century). Such museums now exist all over the world, and most of them display entire car collections, often with a focus on a particular manufacturer. However, some of them are also dedicated to the history of automotive technology in general. In addition, the automotive theme can be represented in museum exhibitions dedicated to technology or transport in general. While in the mid-twentieth century there were less than 30 such museums in Europe, at the beginning of the twenty-first century there were already more than 150 European museums, and hundreds of them around the world (in North America alone, there are about 400 such institutions, large and small). It is not uncommon for some brands to get rid of their collections (e.g. Citroën or Saab that have been acquired by third parties), and for collections (e.g. those of the Bertone car design studio) to be dispersed [1 p.10]. These museums include large public institutions with fixed opening hours as well as small private collections, some of them are open by appointment only. As with other types of museums, the way they are organized and managed varies, but typically car manufacturers run their own museums (Alfa Romeo Museum, Audi Mobile Museum, BMW Museum, Fiat History Centre, Lamborghini Museum, Mercedes-Benz Museum, Porsche Museum or Volkswagen Museum). Table 1 provides a summary of the most visited automotive museums in the world.

Automotive museums are popular tourist destinations and important points of excursion programs primarily due to their outstanding cultural and educational properties. First of all, it is the quality of museum collections themselves, the level of presentation of exhibits, the completeness and adequacy of certain trends presentation, directions and concepts of the global, national or local automotive industry. The chronological scope of such gatherings can cover both the earliest surviving models (not only those with internal combustion engines, but also their steam-powered ancestors) and futuristic concept cars created to test future design and technical solutions. The thematic range of the exhibits is equally wide: from police and military vehicles to luxury and sports cars, from crews of famous politicians representative to cars "actors" from cult films. Other parts of the expositions also carry additional information and meaning - not only the nuances of car maintenance, demonstrations of individual units and parts (from powerful engines to chrome design elements), but also separate collections of artworks (posters, advertising posters, photographs, paintings, miniature models) that give an idea of certain brands and models presence in the cultural and media space. Modern automotive museums today also place great emphasis on exhibition space organization and museum buildings expressiveness; some of them have long been true examples of architectural art, such as the BMW Museum

or the Petersen Automotive Museum. Today, automotive museums rely on technological innovations in exhibiting collections, multimedia and immersive demonstration equipment as the main strategy for their development and communication with visitors. In addition to the usual museum exposition viewing (on your own or with a guide), visitors' programs increasingly include a variety of game activities that engage visitors in active communication: from choosing a color scheme or other design solutions for a product to be launched to developing their own car model using a special software program, from realistic car simulator operating to real sports car test driving on a track adjacent to the museum).

Table 1. The largest automotive museums in the world

Title	Brief description	Attendance
«Valley of Motors» (Modena, Emilia Romagna, Italy)	A series of museums dedicated to the manufacturers of iconic supercars and racing cars, usually combined into a single tourist route: Ferrari, Lamborghini, Maserati, Pagani	Ferrari - 401,000 (2019), Lamborghini - 112,014 (2019) [2]
Alfa Romeo History Museum (Arezzo, Milan, Italy)	Founded in 1976, the museum is located on the territory of a non-operational plant; more than 250 car models and 150 engines are presented, about half of them are on display	32,382 (2021) [3]
Autoworld (Brussels, Belgium)	Opened in 1986, the museum features more than 300 vintage pieces tracing the history of the car from its birth in 1886 to 1960	235,000 (2023) [4]
Lowman Museum (The Hague, Netherlands)	Founded in 1965, the museum originates from the Lowman family's collection of rare cars; the exposition consists of more than 250 cars, including the world's largest collection of models made in 1910 and older	100,000 annually [5]
National Motor Museum - Schlumpf Collection (Mulhouse, France)	The core of the museum's collection opened in 1982 is the collection of the Schlumpf brothers, enthusiasts of classic car restoration; the museum has an impressive number of pre-1910 models and the largest collection of Bugattis	206,081 (2019) [6]
Peugeot Museum (Sochaux, France)	A museum dedicated to one of the country's largest car manufacturers was opened in 1988 next to the company's historic site, with a collection of about 450 exhibits from different years	55,000 (2019) [7]
BMW Museum (Munich, Germany)	Located near the BMW headquarters building on an area of about 5000 m ² , for half a century the museum has been displaying cars and motorcycles that give a comprehensive picture of this car giant evolution	250,000 annually [8]
Mercedes-Benz Museum (Stuttgart, Baden-Württemberg, Germany)	One of the largest corporate museums in the world has been located in the current building since 2006 as part of a complex that includes, among other things, the headquarters of the Mercedes-Benz Group; more than 160 models are on display	850,954 (2019) [9]
Škoda Museum (Mladá Boleslav, Czech Republic)	Opened in 1995 to mark the centenary of the company's founding in the former Škoda Auto building; about 340 exhibits are on display, 46 of which are cars	120,000 annually [10]
Henry Ford Museum (Dearborn, Michigan, USA)	The museum began as a personal collection of Henry Ford himself, and now it is primarily a collection of cars, locomotives, aircraft, objects of	1,770,000 (2017) [11]

Michigan, USA)	historical or pop culture interest	
Petersen Automotive Museum (Los Angeles, USA)	Founded in 1994 by publisher R. Petersen, the museum occupies 25 halls with more than 100 cars on display, including collections of Porsche, Japanese manufacturers, and pieces from famous films and TV series	> 2,000,000 annually [12]

3.2 Car shows

These are public exhibitions of current car models, debuts, concept cars or out-of-production classics. They are attended by representatives of the automotive industry, dealers, car journalists and car enthusiasts. Most car shows take place 1-2 times a year. They are important for car manufacturers and local dealers as a public relations tool, as they advertise new products and promote car brands. The five most prestigious motor shows, sometimes referred to as the Big Five, are those held in Detroit, Frankfurt, Geneva, Paris and Tokyo [13]. These and other major auto shows are coordinated by the International Organization of the Automobile Manufacturers (OICA), which facilitates communication between the 39 national trade associations of the automotive industry that make up its membership (see Table 2 below). In addition, car dealerships are organized by car enthusiasts' associations, car dealers, retailers, charities or municipalities. Unlike car shows, which are organized under the auspices of manufacturers and showcase vehicles that are in production and for sale, enthusiast car shows showcase individual vehicles that are not currently in production and are not commercially available. Such events have their own rules for participation, which limit the categories of vehicles that can be displayed, for example, to classic cars, hot rods, single-seaters or a specific type of vehicle (station wagons, pick-ups, "orphan brands").

Although each individual motor show has its own personality, the structure is fairly standardized and has remained virtually unchanged over the years. In most cases, the event is held in the exhibition center of the host city and lasts on average four to seven days, with

Table 2. The largest automotive exhibitions in the world

Title	Brief description	Attendance
Paris Motor Show (Paris, France)	The oldest of the existing car shows (since 1898), takes place every 2 years, has long been the most visited car show in the world	1,068,194 (2018) [14]
Tokyo Motor Show (Japan Mobility Show, Tokyo, Japan)	It has been held since 1954; it is primarily a showcase for new developments by local manufacturers such as Honda, Nissan, Toyota, Mitsubishi; it is distinguished by a wide representation of concept cars	1,300,900 (2019) [15]
North American International Auto Show (Detroit, USA)	It is the first of the major auto shows held each January; it was first held in 1907 (since 1989, it has been international); the show determines the North American Car and Truck of the Year; it brings in USD 500 million to the local economy	800,000 (2018) [16]
Geneva Motor Show (Geneva, Switzerland)	The first held in 1905; Europe's only annual Class A motor show; considered a level playing field for automakers, as the event's host, Switzerland, has no automotive industry	602 000 (2019) [17]
IAA International Motor Show (Munich,	The first held in 1897 in Berlin, in recent years the organizers have been paying serious attention to the exhibition of models with hybrid and electric engines	560,000 (2019) [18]

Germany)		
European Motor Show (Brussels, Belgium)	Held annually since 1902, what began as a bicycle fair is now one of the continent's most visited specialist events, showcasing a wide range of new models from commercial to sports cars	501,189 (2020) [19]
International Beijing Motor Show (China)	It has been held every 2 years since 1990, alternating with the Shanghai Motor Show; its popularity is growing as the Chinese car market develops	852,000 (2014) [20]
Shanghai International Motor Show (China)	It has been held every 2 years since 1985, alternating with the Beijing Auto Show; it is the largest of its kind in the Asian region	928,000 (2015) [21]
Middle East Motor Show (Dubai, UAE)	Held every 2 years since 1989, it attracts primarily large supercar manufacturers due to the high demand for this type of car in the region of the event	> 100,000 [22]
Chicago Auto Show (Chicago, USA)	It has been held annually in February since 1901; it is considered the largest automotive show in North America and the third largest in the world	> 300,000 (2023) [23]
New York Auto Show (New York, USA)	The annual car show that has been held in late March - early April since 1900; during the event, the winners of the World Car Awards are announced	> 1,000,000 annually [24]
Los Angeles Auto Show (USA)	It has been held at the end of November since 1907; a large number of exhibitions and charity events are part of the show	~900,000 annually [25]

The exhibition space and schedule are the responsibility of the event's administrators, but the automakers (especially the large ones) who decide to participate also have a significant impact. Although stand space has to be reserved for a fee, which depends on the space occupied, there is a certain agreement between the show and the major automakers, as the latter pay for and support the show, where each manufacturer has its own space reserved. Demonstrations of exhibiting companies' stands, conferences and presentations take place at specific times to avoid overlapping events. In order to attract more visitors, the organizers of numerous automotive exhibitions also pay great attention to cultural and entertainment program development: spectacular opening and closing ceremonies, contests, concerts, test drives of new and classic cars, car rallies through the streets of the city, and demonstrations of achievements in car customization are offered to participants and guests. Thus, from purely specialized events or gatherings of enthusiasts, exhibitions (especially the largest ones) have long since turned into real festivals of the automotive industry. Of course, the richness and respectability of any of these events directly depends on the financial capabilities of the organizers, support from sponsors, the government and communities. Automotive exhibitions are a valuable resource for the development of the local tourism market. Among many other segments of event tourism, they stand out for their spectacularity and diversity, which is why they always attract the interest of adults and children, connoisseurs of classics and supporters of innovation. The pavilions of the largest shows offer special tours with guided tours by automotive industry insiders. The accompanying infrastructure may include a shuttle service to the exhibition venues, accommodation facilities in close proximity to the venues, on-site cafes and restaurants, and play areas. The economic effect of exhibitions is not only in the direct income of the organizers from exhibitor fees and the sale of entrance tickets and related products, but also in the profits of the automakers themselves, as visitors' exposure to new models at the

exhibition increases the likelihood of their future purchase (68% of visitors to the LA Auto Show said they were less likely to buy a brand that was not present at the show [26]).

3.3 Automotive factories (see Table 3 below)

Among other forms of tourist interest realizing in the automotive industry, familiarization with technological processes at automotive enterprises occupies a special place, as it allows you to get a direct idea of each stage of serial models creating, promising design solutions developing, and old copies restoring. A number of restrictions and rules characterizes tourist visits to such facilities: most companies do not allow cameras or recording devices using of during tours; minimum age of visitors; pre-booking and dress code.

Table 3: The world's largest automotive factories that are open to the public

Title	Brief description
Citadella Ferrari Maranello, Italy	An industrial complex, expanded in recent years with buildings designed by leading architects of our time; access to the production facilities is closed to tourists, but they can see the plant's territory during a bus tour
Automobili Lamborghini S.p.A. Modena, Italy	Tourists can follow the process of creating the company's supercars, get acquainted with the entire assembly process, from the body to the interior decoration and installation of the famous Lamborghini V10 ten-cylinder engine, for which the plant has been equipped with new assembly lines
Maserati car plant Modena, Italy	It is one of the most modern and high-tech car plants in Italy; the most interesting for tourists is the body assembly stage, where the elegant car body, having passed 140 m of production line, 26 workstations, receives its 430 hp "heart" [27]
BMW car plant (Munich, Bavaria, Germany)	At certain hours, together with the brand museum, you can also see the key stages of the production process at the plant, where 1000 cars and more than 2000 engines are produced daily, in continuous operation: in the assembly shop, tourists witness The connection of the body and transmission with millimeter precision, in the paint shop they get acquainted with the main chemical and physical processes, observe the dynamic work of ultra-modern robots
Audi car plant (Ingolstadt, Germany)	The range of excursions offered at the plant can include both acquaintance with the full cycle of production of the cars, visits to different workshops of the plant
Volkswagen car plant (Wolfsburg, Germany)	One of the largest manufacturing enterprises in the world (covers an area of almost 6.5 million m ² [28], in 2015 alone, 815 thousand cars were produced), founded in 1938 at the same time as the city of Wolfsburg; as part of excursions, visitors are taken through the plant facilities and the plant territory on specially made panoramic trains or on trailers
Mercedes-Benz car plant (Sindelfingen, Germany)	The largest among the company's plants (covers an area of 2.9 km ² , produces 300 thousand annually [29]); the company's long (since 1915) and rich history combined with the high-tech production process arouse interest among visitors, who are guided through the plant's workshops
Ford River Rouge complex (Dearborn, USA)	Free bus tours of the site began in 1924 and continued until 1980, at their peak receiving 1 million visitors a year; they were resumed in 2004 in cooperation with the Henry Ford Museum (the Ford Rouge Factory Tour had 148,000 visitors in 2017 [30])

Table 4. The world's largest car-themed amusement parks

Title	Brief description	Attendance
Ferrari World (Abu Dhabi, UAE)	Opened in 2010 the largest theme park located under the roof, with an area of 200,000 m ² , among the most unique attractions of the park are the Formula Rossa pneumatic roller coaster with speed of 240 km/h (the record for such structures), the Bell'Italia exhibition stand where guests can ride in a 250 California Spyder, a carousel of Ferrari prototypes, a double roller coaster with a catapult launch Fiorano GT Challenge, a virtual tour of the Maranello plant's workshops, and modern racing simulators; a total of about 20 rides, including 5 roller coasters other attractions, based on the racing and the Ferrari brand [32]	1,000,000 annually [33]
Ferrari Land (Tarragona, Catalonia, Spain)	The second theme park dedicated to the Ferrari brand is part of the PortAventura World entertainment and leisure complex; opened in 2017, it covers an area of 6 hectares and has 13 rides, the most popular of which is Red Force, the fastest and highest roller coaster in Europe [34]	660,277 (2021) [35]
Autostadt (Wolfsburg, Germany)	A large entertainment area near the Volkswagen plant; includes a museum of car history; pavilions for leading car manufacturers; a consumer center where you can choose a new car, arrange a tour of the plant; a guide to the evolution of roads; a spherical cinema	2.300,000 (2012) [36]

3.4 Theme parks

In this type of amusement park structures and attractions are based around a central theme, often featuring multiple areas with different themes. Unlike temporary and mobile funfairs and carnivals, amusement parks are stationary and built for long-lasting operation. Automotive theme is widely represented in such parks, and the largest of them shown in Table 4. Leaders in the automotive industry can expect to further capitalize on their brands by promoting them through the theme park industry, consumers offering an unforgettable experience of their products. The expansion of theme parks opens up new opportunities for the entertainment industry to collaborate with automotive brands, while offering an immersive experience for visitors. By attracting tourists, automotive-themed amusement parks potentially boost local economies and create new tourism opportunities. For example, the annual revenue of the Ferrari World in the UAE was \$650 million in 2019 [31].

3.5 Motorsport events

Motorsport events visiting is one of the most important segments of event tourism. Tourists’ interest in tours to Formula 1 races is significant, with only tours to the Olympic Games and World Cups surpassing them. However, the Olympics are held every two years, the FIFA World Cup every four years, and Formula 1 holds its grand prix 18-19 times a year. The first car race called Formula 1 took place in 1927 in Italy. Since then, the number of countries that have tracks for the competition has reached 20. Formula 1 tours participants have the opportunity to travel around the world throughout the year, travelling with the athletes to each new grand prix. For example, one of the routes for the tour participants looks like this: Bahrain-Malaysia-Australia-San Marino-Germany-Monaco-Hungary. Naturally, only people with incomes well above the average can afford to participate in such a tour.

Regular race events generate substantial returns to society and the economy. The awareness of sport travelers in motorsport events existence in a destination is the core of motorsport tourism. The strengths of motorsports as a tourism attraction include the lengthy period in which the events take place, publicity and coverage by print and electronic media, sponsorship from domestic and multinational companies, and additional business opportunities for locals. In a country like Malaysia alone, this segment of tourism generates around RM5 billion annually through accommodation, logistics and tourist spending [37]. Support for the local motorsport industry can also be provided through the appropriate infrastructure using in a period between competitions by allowing those wishing to drive their own or rented cars to the track.

4 Conclusions

The realization of the global automotive industry potential as a tourist attraction is mediated by a number of factors that we present in Table 5.

Table 5. The potential of the automotive industry using as a tourist attraction

Strengths	Weaknesses
The automotive industry is one of the world's largest industries by revenue (accounting for 7% of the EU's total GDP [38]). It demonstrates examples of new technological, technical, sporting and design heights achieving. This is an industry that is constantly looking to the future, but every year it also leaves behind a significant and noteworthy legacy, ideally suited for tourism development	The use of the automotive industry's potential as a tourist resource is hampered not only by local factors (peripherality in relation to the centers of production and sales of automotive products, lack of significant motorsport events, weak sponsorship and advertising support), but also by global negative phenomena and trends, such as the decline in production and the COVID-19 pandemic
Features	Threats
Industry leaders are generally aware of the place of their products as tourist resources: they support museums of their brands, invest in the construction of theme parks, develop the motorsport sector, and take care of the vivid presentation of their models at showrooms, while paying considerable attention to environmental sustainability, highlighting complex topics of the past, and connecting with local communities	The pandemic effects and the reduction in production, especially in developed Western countries, have raised questions about the willingness and ability of producers to develop specialized venues and events, as many have already been cancelled and closed (Geneva Motor Show in 2020-23), while others lack funding and depend on public support, especially small museums and autoclubs

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