

A global phenomenon

Taylor Swift’s Eras Tour

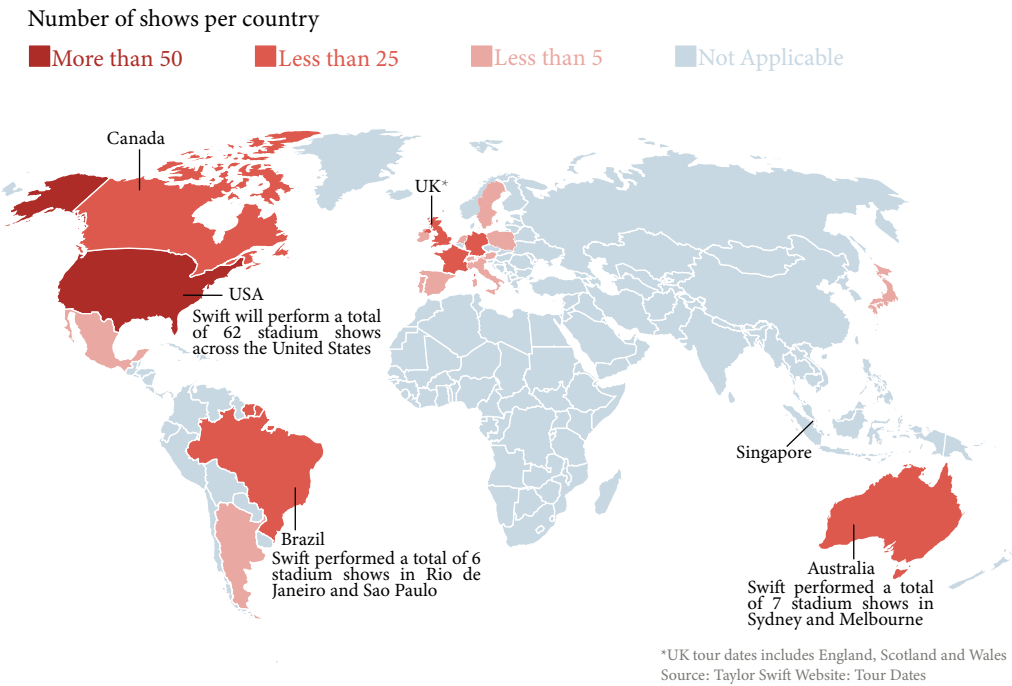
Guinness World Records has crowned the Eras Tour the highest-grossing music tour of all time.

In 2023, Taylor Swift’s sixth concert tour the Eras Tour became the first music tour to ever gross over \$1 billion. Concerts have always been a major income source for musicians often surpassing other revenues such as streams and record sales. The financial gains from tours include a large percentage of each individual ticket price, exclusive VIP experiences and merchandise.

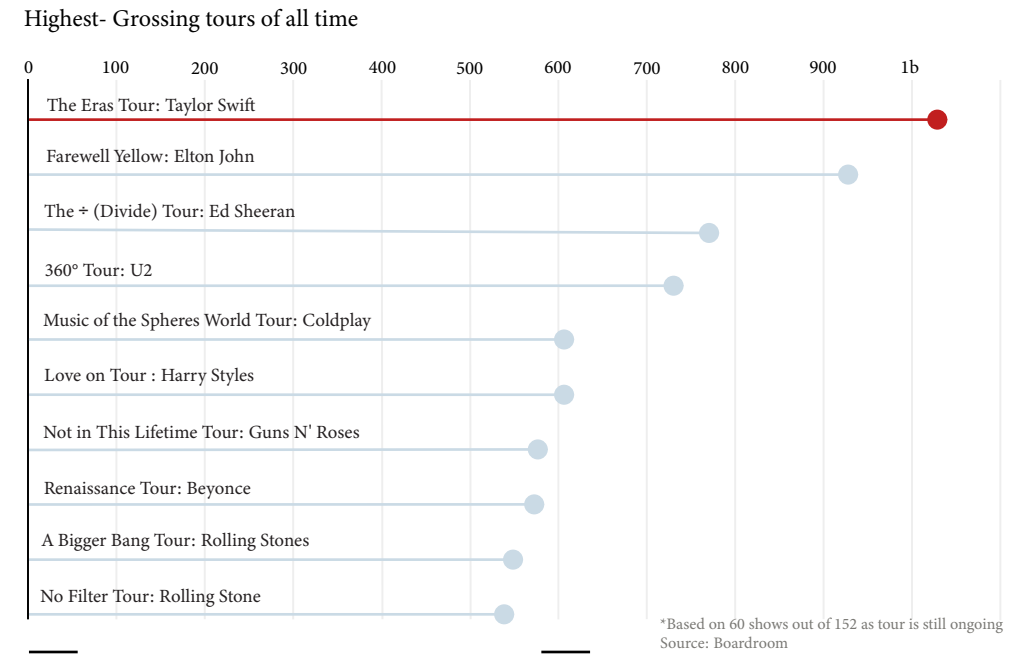
The Eras Tour, which began in March 2023, has become a global phenomenon for multiple reasons. First, the tour celebrates the different musical eras of Swift’s career allowing fans to relive nostalgic moments of not only her professional journey but also their personal connection to those periods. Each show is over three hours and 15 minutes long, the longest of Swift’s career, and consists of 44 songs from her 10 original studio albums (plus 4 of which are re-recorded albums). This tour has also shown Swift’s influence in every aspect of the music industry, from concert gross, streams, merchandise and album sales to even the movie theaters where the Eras Tour film has become one of the top-grossing concert movies of all time. Futhermore, the tour has had a worldwide economic impact boosting businesses and travel across various cities and countries.

With the tour set to conclude in December 2024, it’s been estimated that the end of the Eras Tour could make an estimated \$5.7 billion, surpassing the GDP of 50 countries, generating a massive boost for not just the music industry but entertainment industry and the economy at large.

→ Countries where the tour is taking place



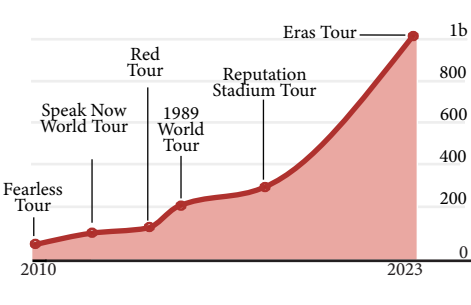
→ Tour Accolades



Eras Tour concert film box office (in thousands)



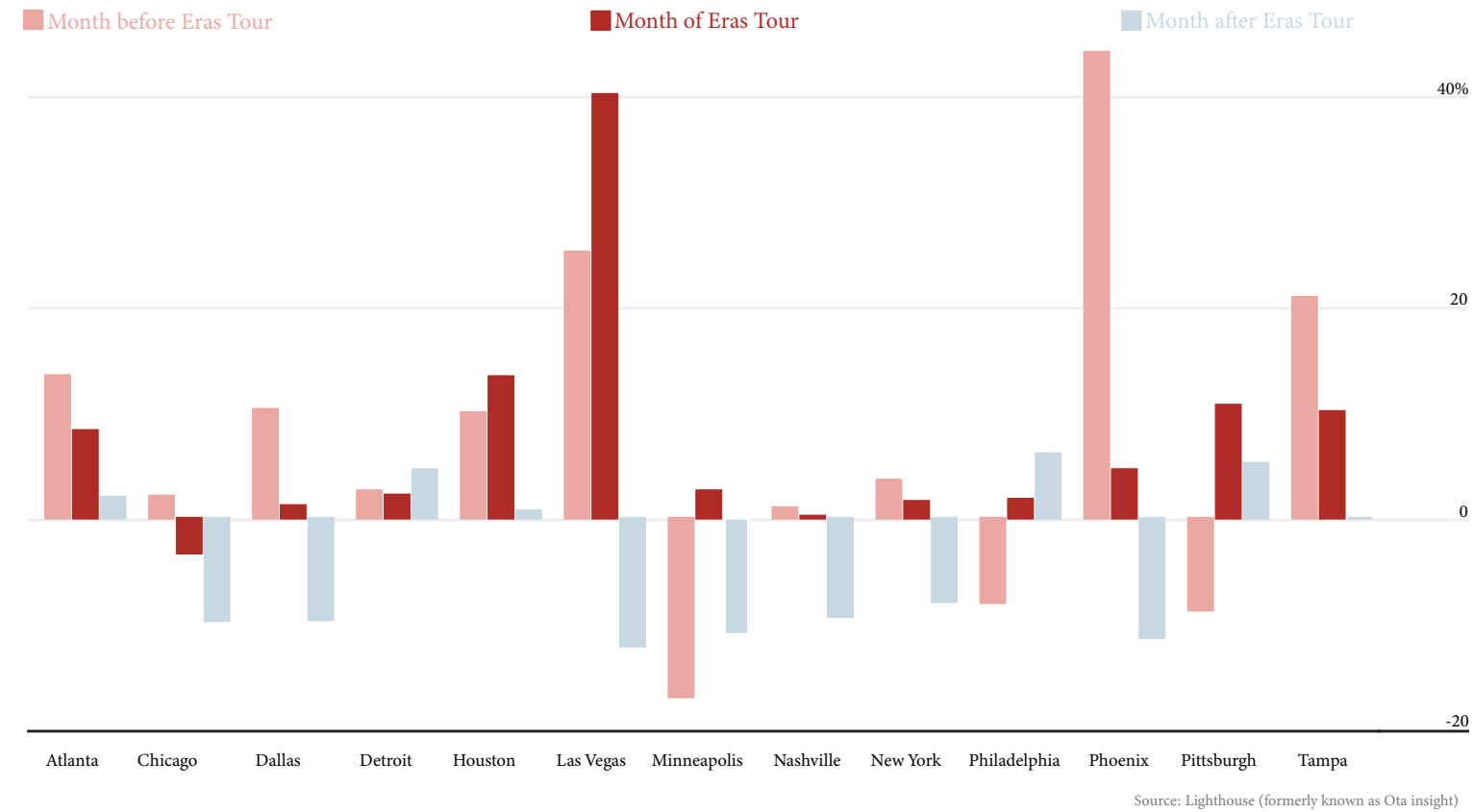
Swift’s previous tours vs current



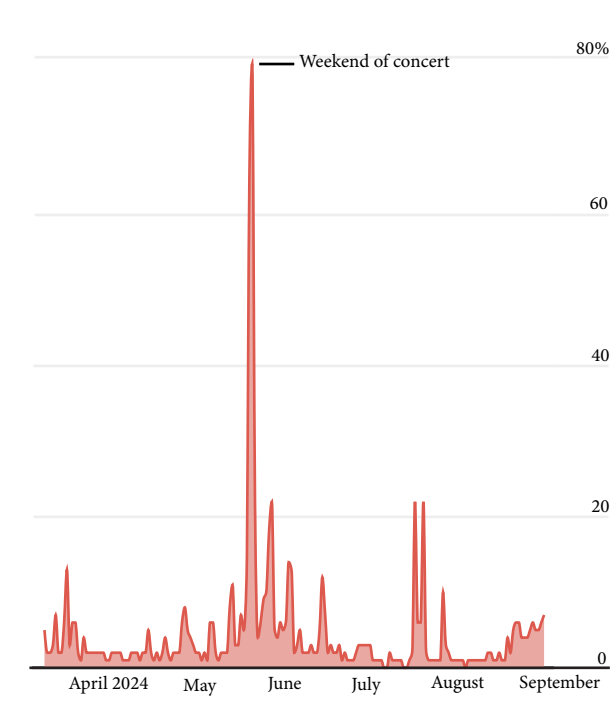
→ Global economic impact

The Eras tour has had a massive impact on the hospitality industry. With an estimated 4.35 million tickets sold across 60 tour dates, which averages about 72,500 tickets per show, the demand for hotels rose tremendously around the globe.

Change in hotel pricing for tour dates in North America



Unavailable hotels in Stocklom, Sweden



On the book Occupancy for Melbourne and Sydney, Australia

