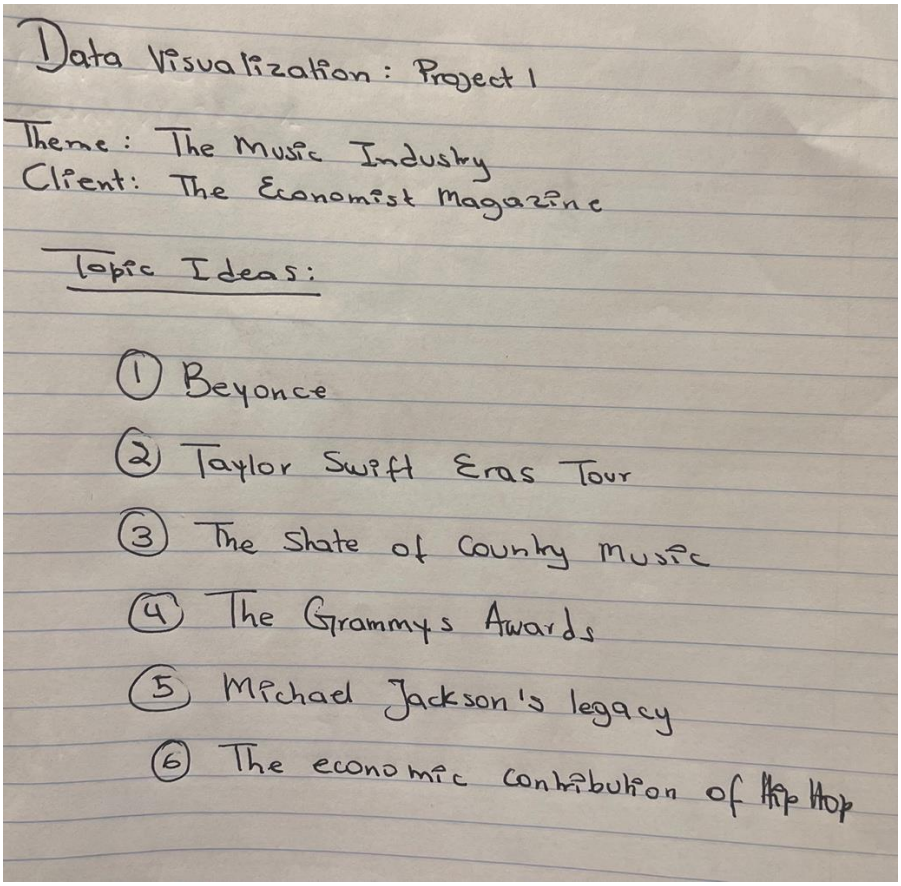
Project 1: Making-of Article

Introduction

My first data visualization project is about the impact Taylor Swift's Eras tour has had globally. The success of this tour has been phenomenal and groundbreaking not only for Swift's career in the music industry but in other sectors as well. The tour brought a vast economic boost to the entertainment, travel, and hospitality industry as well as local businesses in cities where the tour is taking place and neighboring areas.

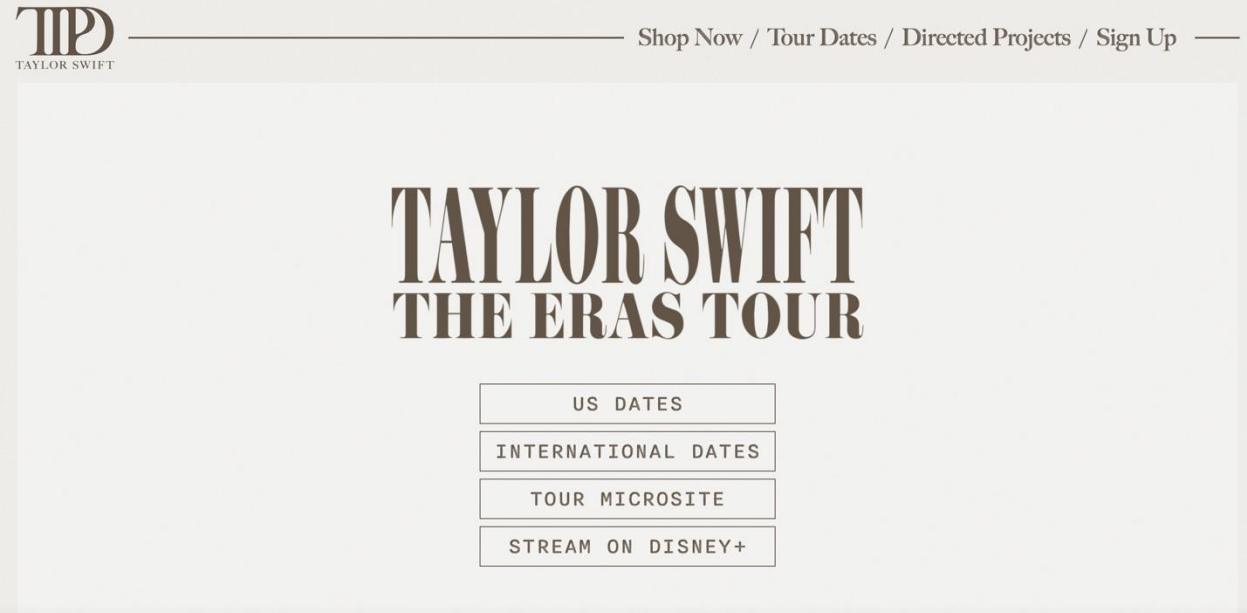
Concept

With the assigned theme of the project being the music industry, I had a lot of different ideas on what I wanted my project to be about. Below are a couple of topics I came up with. Ultimately, I went with the Eras tour because I thought it was the best option that incorporated the theme of project as well as the economist magazine as the client for this visualization. Also, I thought it was worth showcasing the tremendous impact this tour has been able to achieve. I've never seen a concert tour with this much before.



Resources and Data

Finding the data on Swift's achievements as it pertains to the music industry was easy. With the tour breaking various records, many articles have been published highlighting the success. I used various publications such as Rolling Stones, Forbes, Billboards, Pollstar, Variety, and many others as seen below to develop the story I wanted to tell and pull some of the data from.



Link: https://www.taylorswift.com

$$$

Taylor Swift's Eras Tour Is the Highest-Grossing of All Time and First-Ever to Hit $1 Billion

The tour's ticket gross was larger than the next two highest-grossing tours combined, according to data from Pollstar

BY ETHAN MILLMAN

DECEMBER 8, 2023

Link: https://www.rollingstone.com/music/music-news/taylor-swift-eras-tour-highest-grossing-all-time-1-billion-1234921647/

BOARDROOM SUBSCRIBE

Highest-grossing Concert Tours of All Time

Link: https://boardroom.tv/highest-grossing-concert-tours-all-time/

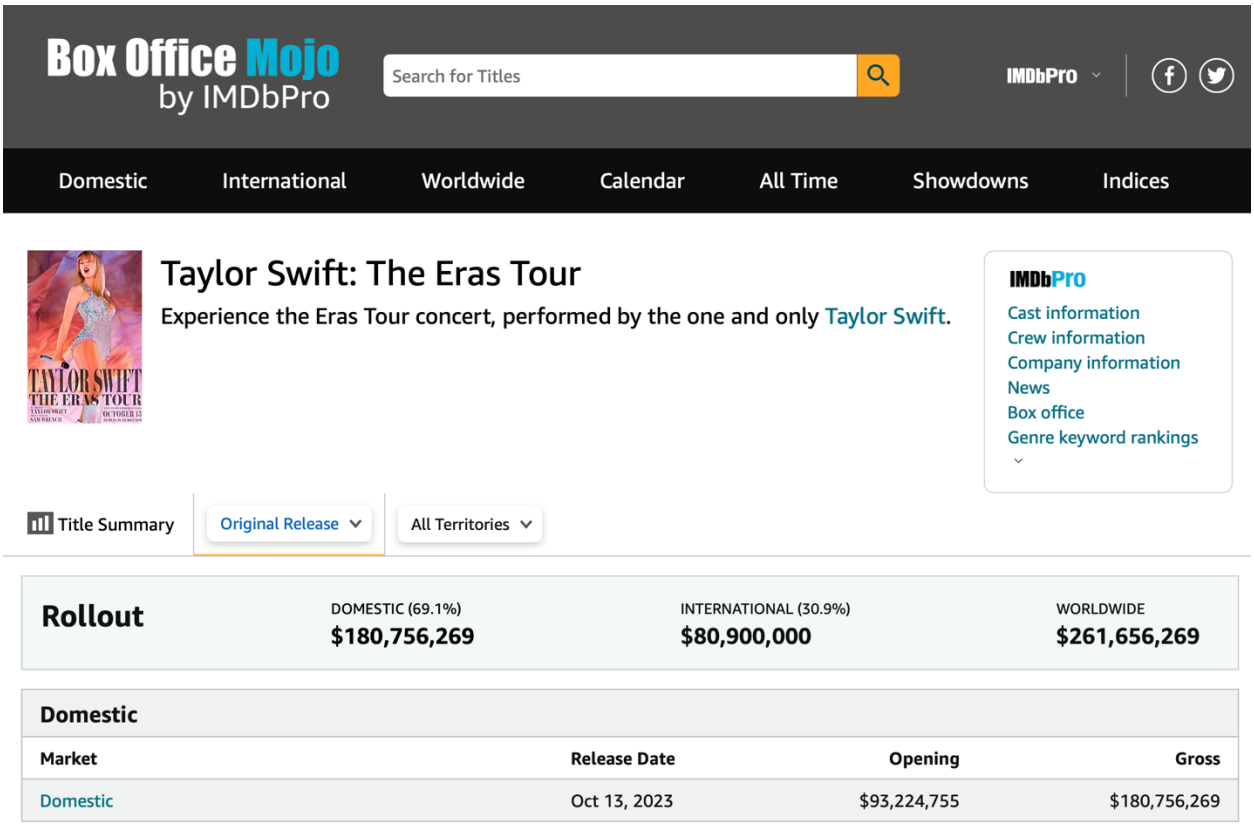
TIME SIGN UP FOR OUR IDEAS NEWSLETTER SUBSCRIBE

ENTERTAINMENT • MUSIC

The Staggering Economic Impact of Taylor Swift's Eras Tour

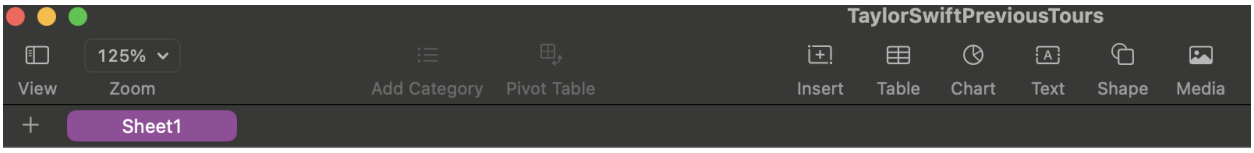
11 MINUTE READ

Link: https://time.com/6307420/taylor-swift-eras-tour-money-economy/

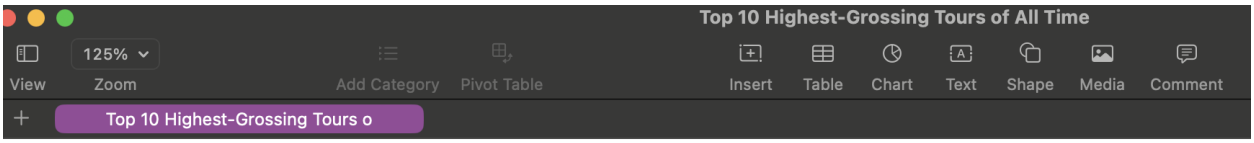


Link: https://www.boxofficemojo.com/releasegroup/gr4238103045/

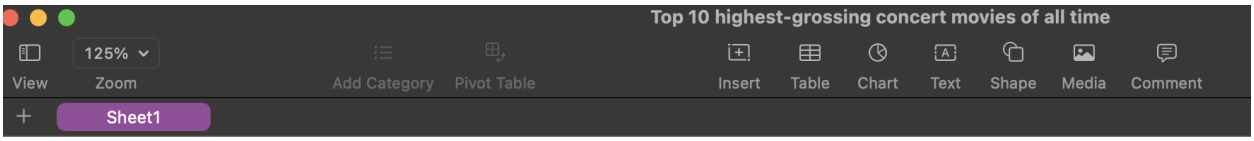
I used Numbers to produce the different datasheets I needed to upload into Flourish in order to create distinct graphs.



Tour Name	Total Gross	Years		
Fearless Tour	66,500,000	2010		
Speak Now World Tour	123,700,000	2012		
The Red Tour	150,200,000	2014		
The 1989 World Tour	250,700,000	2015		
Reputation Stadium Tour	345,700,000	2018		
The Eras Tour	1040000000	2023		



Top 10 Highest-Grossing Tours of All Time				
Tour name	**Number of shows**	**Total Gross**	**Ticket Sold**	**Years**
The Eras Tour by Taylor Swift	60	1040000000	4350000	2023 - 2024
Farewell Yellow by Elton John	330	939100000	6000000	2018 - 2023
The ÷ (Divide) Tour by Ed Sheeran	258	776000000	8900000	2017 - 2019
360° Tour by U2	110	736000000	7300000	2009 - 2011
Music of the Spheres World Tour by Coldplay	107	617800000	6300000	2022 - 2023
Love on Tour by Harry Styles	169	617300000	5000000	2021 - 2023
Not in This Lifetime Tour by Guns N' Roses	158	584000000	5400000	2016 - 2019
Renaissance Tour by Beyonce	56	579000000	2700000	2023
A Bigger Bang Tour by The Rolling Stones	111	558000000	3500000	2005 - 2007
No Filter Tour by The Rolling Stone	58	547000000	2900000	2017 - 2019



Concert Name	Total gross (Global	Year Released		
Taylor Swift: The Eras Tour	261,600,000	2023		
Michael Jackson: This Is It	261,100,000	2009		
Justin Bieber: Never Say Never	99,000,000	2011		
Hannah Montana and Miley Cyrus: Best of Both Worlds C	70,600,000	2008		
One Direction: This Is Us	68,500,000	2013		
Katy Perry: Part of Me	32,700,000	2012		
Madonna: Truth or Dare	29,000,000	1991		
Jonas Brothers: The 3D Concert Experience	23,100,000	2009		
U2: 3D	22,700,000	2007		
Glee: The 3D Concert Movie	18,600,000	2011		

Finding data on the economic impact of the Eras tour was challenging. Despite various reputable publications such us as Business Insider, Variety, CNN Travel, STR, among others mentioning and discussing the tour in regard to the economic boost for local businesses, travel, and the hospitality industry, most did not share the actual data. That is why I mostly focused on the hospitality industry on the second page because I was able to find actual datasheets that I downloaded from Lighthouse (formerly known as Ota Insight) that were also used by publications such as Variety and Billboard.

TS(Sydney and Melbourne hotel Occupancy)

Stay Date	Sydney average occupancy	Melbourne average occupancy
2023-08-01	40.28%	29.25%
2023-08-02	44.38%	30.89%
2023-08-03	46.24%	34.28%
2023-08-04	48.05%	38.03%
2023-08-05	54.47%	40.53%
2023-08-06	42.34%	32.96%
2023-08-07	38.30%	27.30%
2023-08-08	38.24%	29.54%
2023-08-09	41.57%	28.20%
2023-08-10	40.40%	26.28%
2023-08-11	47.62%	30.37%
2023-08-12	56.43%	31.57%
2023-08-13	42.81%	20.80%
2023-08-14	41.83%	18.92%
2023-08-15	44.96%	19.34%
2023-08-16	52.21%	20.51%
2023-08-17	51.57%	25.02%
2023-08-18	49.94%	32.78%
2023-08-19	56.35%	39.71%
2023-08-20	48.55%	27.22%
2023-08-21	31.43%	18.28%
2023-08-22	28.45%	18.59%
2023-08-23	26.06%	20.69%
2023-08-24	26.25%	24.91%
2023-08-25	31.04%	26.68%
2023-08-26	34.64%	29.04%
2023-08-27	24.64%	19.74%
2023-08-28	20.68%	19.89%
2023-08-29	22.04%	20.92%
2023-08-30	23.52%	18.68%
2023-08-31	23.46%	15.44%
2023-09-01	26.23%	15.95%
2023-09-02	25.39%	15.48%
2023-09-03	20.44%	12.10%
2023-09-04	19.33%	13.20%
2023-09-05	20.84%	16.43%
2023-09-06	21.77%	16.87%
2023-09-07	23.57%	18.85%
2023-09-08	29.55%	19.13%
2023-09-09	33.47%	20.49%
2023-09-10	22.53%	12.58%
2023-09-11	19.27%	10.56%
2023-09-12	20.71%	12.49%
2023-09-13	24.12%	12.94%
2023-09-14	24.11%	12.53%
2023-09-15	28.79%	15.11%
2023-09-16	35.48%	16.46%
2023-09-17	27.00%	13.11%
2023-09-18	19.70%	11.29%
2023-09-19	18.64%	11.66%

TS-Unavailable hotels Stockholm,

Stay Date	Percentage of unavailable hotels
2024-03-05	5%
2024-03-06	2%
2024-03-07	2%
2024-03-08	3%
2024-03-09	7%
2024-03-10	2%
2024-03-11	2%
2024-03-12	6%
2024-03-13	13%
2024-03-14	3%
2024-03-15	6%
2024-03-16	6%
2024-03-17	2%
2024-03-18	1%
2024-03-19	4%
2024-03-20	2%
2024-03-21	2%
2024-03-22	2%
2024-03-23	2%
2024-03-24	2%
2024-03-25	2%
2024-03-26	2%
2024-03-27	1%
2024-03-28	1%
2024-03-29	2%
2024-03-31	2%
2024-04-01	2%
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2024-04-12	2%
2024-04-13	1%
2024-04-14	2%
2024-04-15	1%
2024-04-16	2%
2024-04-17	4%
2024-04-18	2%
2024-04-19	1%
2024-04-20	2%
2024-04-21	2%
2024-04-22	2%
2024-04-23	6%
2024-04-24	8%
2024-04-25	5%
2024-04-26	4%
2024-04-17	4%
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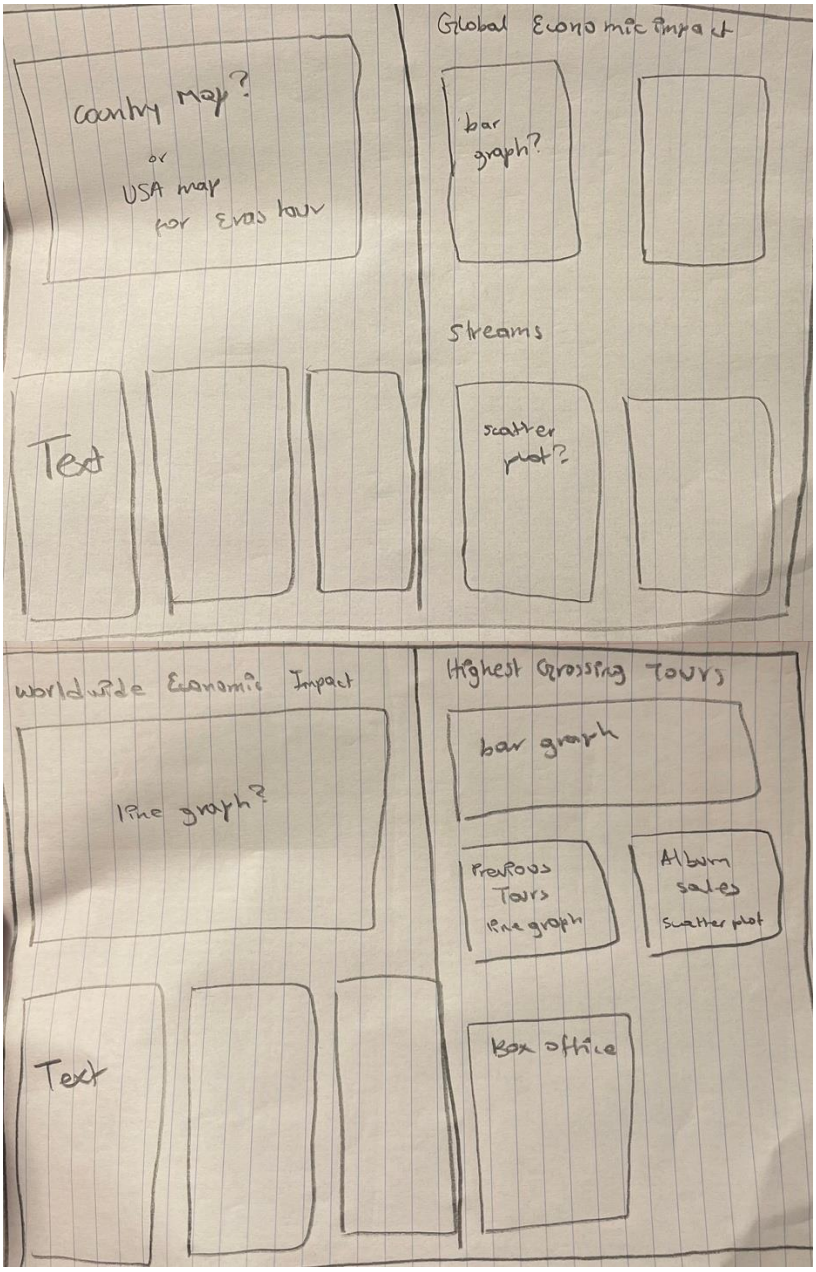
2024-05-02	1%
2024-05-03	6%
2024-05-04	6%
2024-05-05	2%
2024-05-06	1%
2024-05-07	2%
2024-05-08	2%
2024-05-09	2%
2024-05-10	8%
2024-05-11	11%
2024-05-12	3%
2024-05-13	3%

Sketch, Design, Drafts, and Critiques

Before I started designing, I made different sketches of how I wanted my visualization to appear. This helped me decide the type of information and data I needed to look for and the types of

graphs I wanted to create. It was not an easy process for me to figure this out, which explains why my first and second drafts had a lot of empty spaces in place of graphs. I did not have all the completed graphs. Because I was still trying to find the data, I needed in order to tell a compelling story. While using tools such as Flourish to create my graphs and importing it to Adobe Illustrator, I had to change a lot of the encodings to make sure they matched the style of the Economist Magazine. The Economist Magazine is very particular with their visuals and following the guidelines and style on which fonts to use, the sizes of the fonts and graphs, the alignment of the graphs, and the color shades and pallets acceptable to use took me a few trials before I got on the right path. The weekly critiques and feedback were extremely helpful because they guided me in the right direction and helped me improve with every draft as shown below.

Sketch:



Draft 1:

Graphic detail The music industry

The Economist February 27, 2024

Worldwide Economic Impact

Top 10 Highest-Grossing Tours of All Time

The Eras Tour by Taylor Swift $1.04 billion
Farewell Yellow by Elton John $939.1 million
The + (Divide) Tour by Ed Sheeran $776 million
360° Tour by U2 $736 million
Music of the Spheres World Tour by Coldplay $617 million
Love on Tour by Harry Styles $617 million
Not in This Lifetime Tour by Guns N' Roses $584 million
Renaissance Tour by Beyonce $579 million
A Bigger Bang Tour by The Rolling Stones $558 million
No Filter Tour by The Rolling Stone $547 million

The Eras Tour by Taylor Swift
Farewell Yellow by Elton John
The + (Divide) Tour by Ed Sheeran
360° Tour by U2
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Love on Tour by Harry Styles
Not in This Lifetime Tour by Guns N' Roses
Renaissance Tour by Beyonce
A Bigger Bang Tour by The Rolling Stones
No Filter Tour by The Rolling Stone

Taylor Swift: The Eras Tour

In 2023, Taylor Swift's Eras Tour became the highest-grossing tour of all time and the first 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 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 more shows remaining in 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 enternainment industry and the economy at large.

Previous Tours

The Eras Tour is the sixth ongoing tour by Taylor Swift. Swift's debutted her first solo tour in 2009 named Fearless after her second studio album. Although some of her previous tours have achieved major records at the time, none of them have had the

Streams and Album Sales

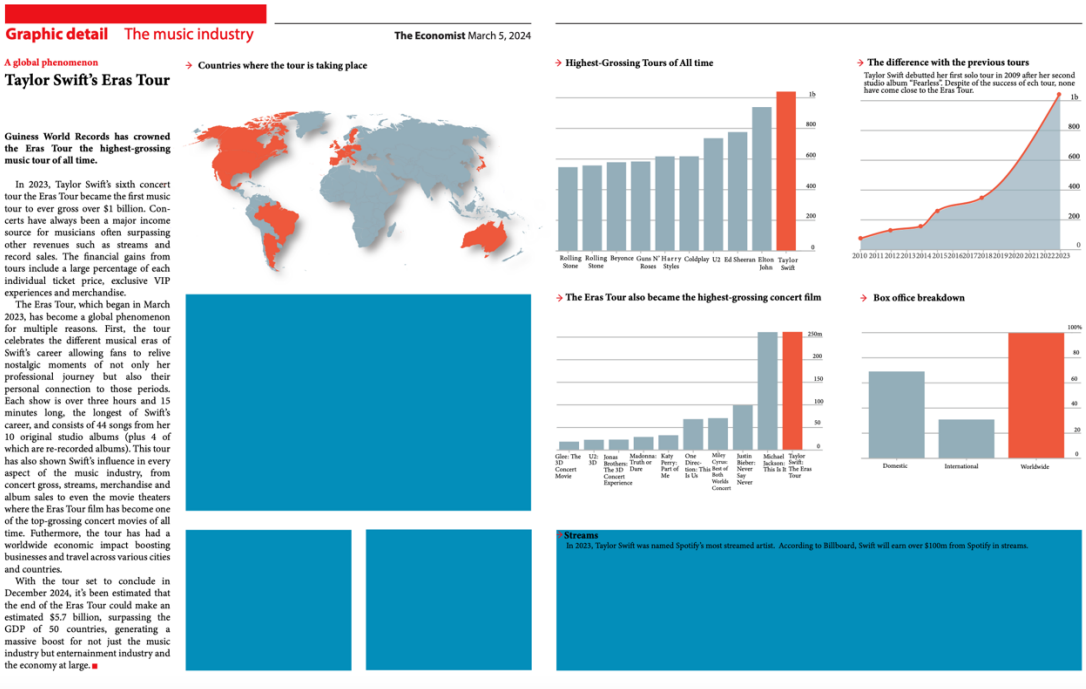
In 2023, Spotify reported that Taylor Swift was the most-streamed artist with 26.1 billion global streams on Spotify.

Albums Lover 1989 Midnight Folklore Reputation Fearless

Daily

Streams

Draft 2:



Graphic detail The music industry

The Economist March 5, 2024

A global phenomenon

Taylor Swift's Eras Tour

Guiness 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 enternainment industry and the economy at large.

→ Countries where the tour is taking place

→ Highest-Grossing Tours of All time

Rolling Stone | Rolling Stone | Beyonce | Guns N' Roses | Harry Styles | Coldplay | U2 | Ed Sheeran | Elton John | Taylor Swift

→ The difference with the previous tours

Taylor Swift debutted her first solo tour in 2009 after her second studio album "Fearless". Despite of the success of ech tour, none have come close to the Eras Tour.

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023

→ The Eras Tour also became the highest-grossing concert film

Glee: The 3D Concert Movie | U2: 3D | Jonas Brothers: The 3D Concert Experience | Madonna: Truth or Dare | Katy Perry: Part of Me | One Direction: This Is Us | Miley Cyrus: Best of Both Worlds Concert | Justin Bieber: Never Say Never | Michael Jackson: This Is It | Taylor Swift: The Eras Tour

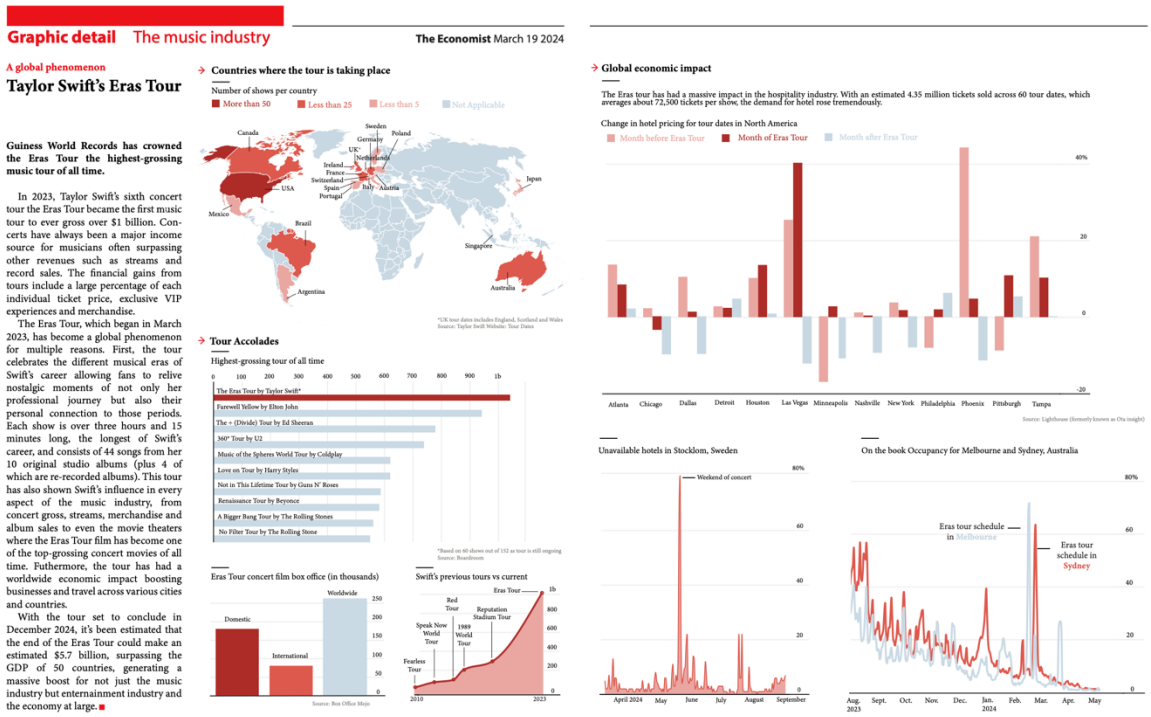
→ Box office breakdown

Domestic | International | Worldwide

Streams

In 2023, Taylor Swift was named Spotify's most streamed artist. According to Billboard, Swift will earn over $100m from Spotify in streams.

Draft 3:



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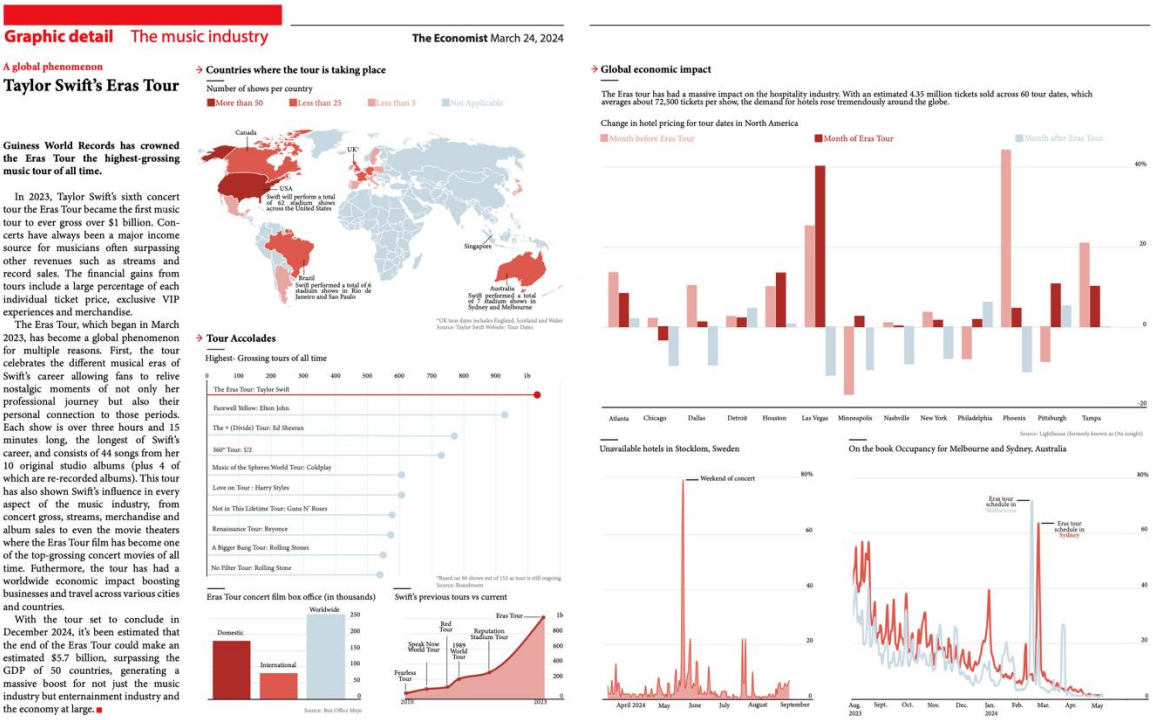
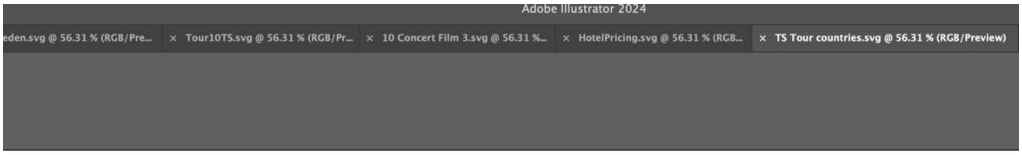


Graphs created from Flourish before using Adobe Illustrator:


Adobe Illustrator 2024
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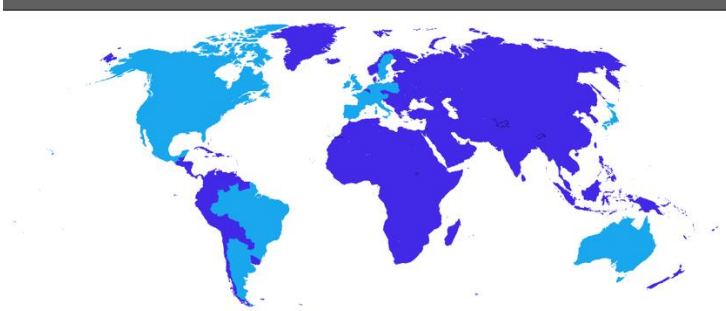
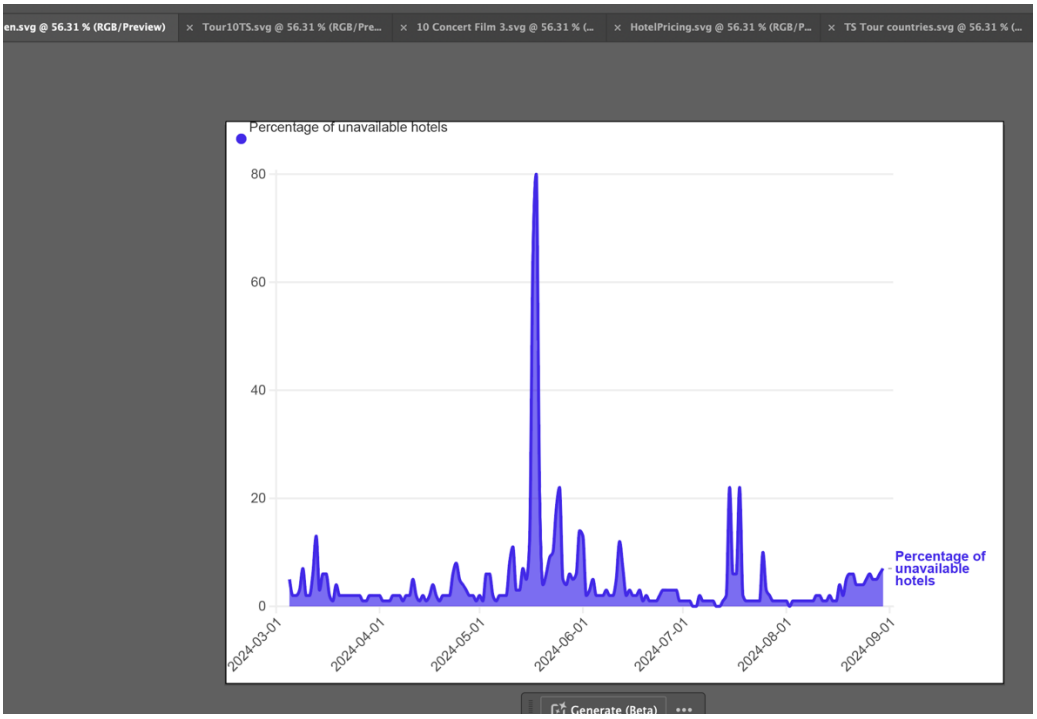
Tour10TS.svg @ 56.31 % (RGB/Pr...
10 Concert Film 3.svg @ 56.31 %...
HotelPricing.svg @ 56.31 % (RGB...
TS Tour countries.svg @ 56.31 % (RGB/Preview)

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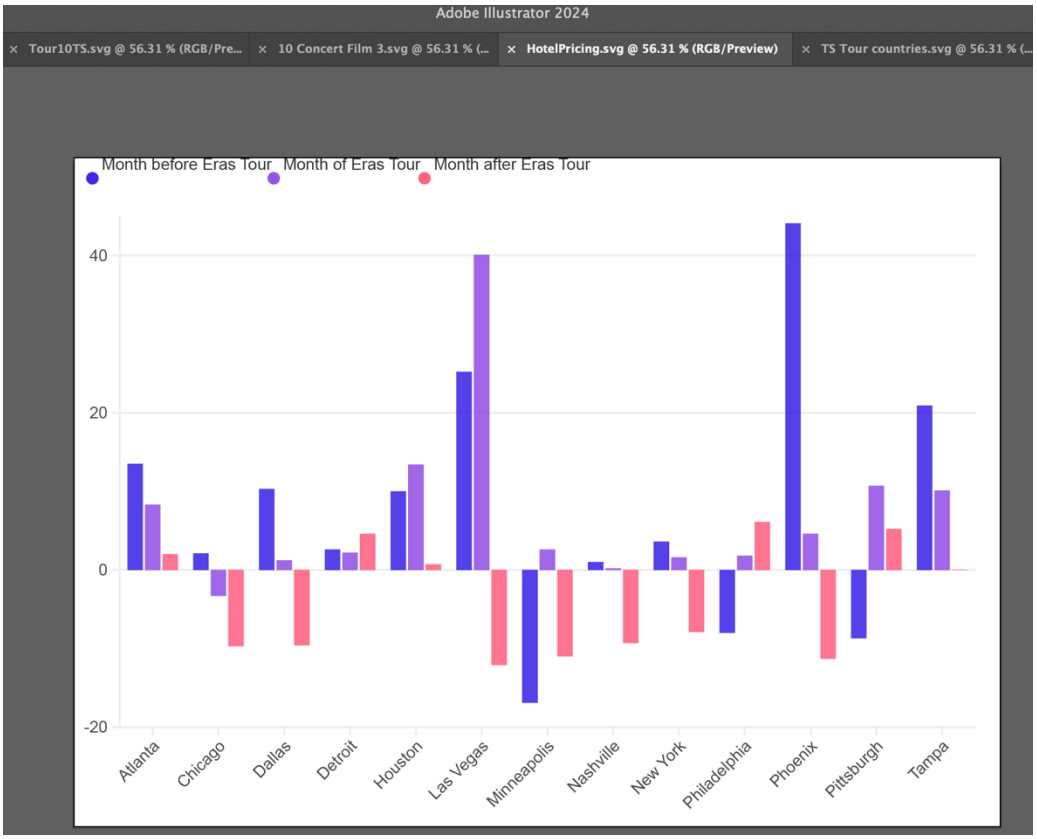
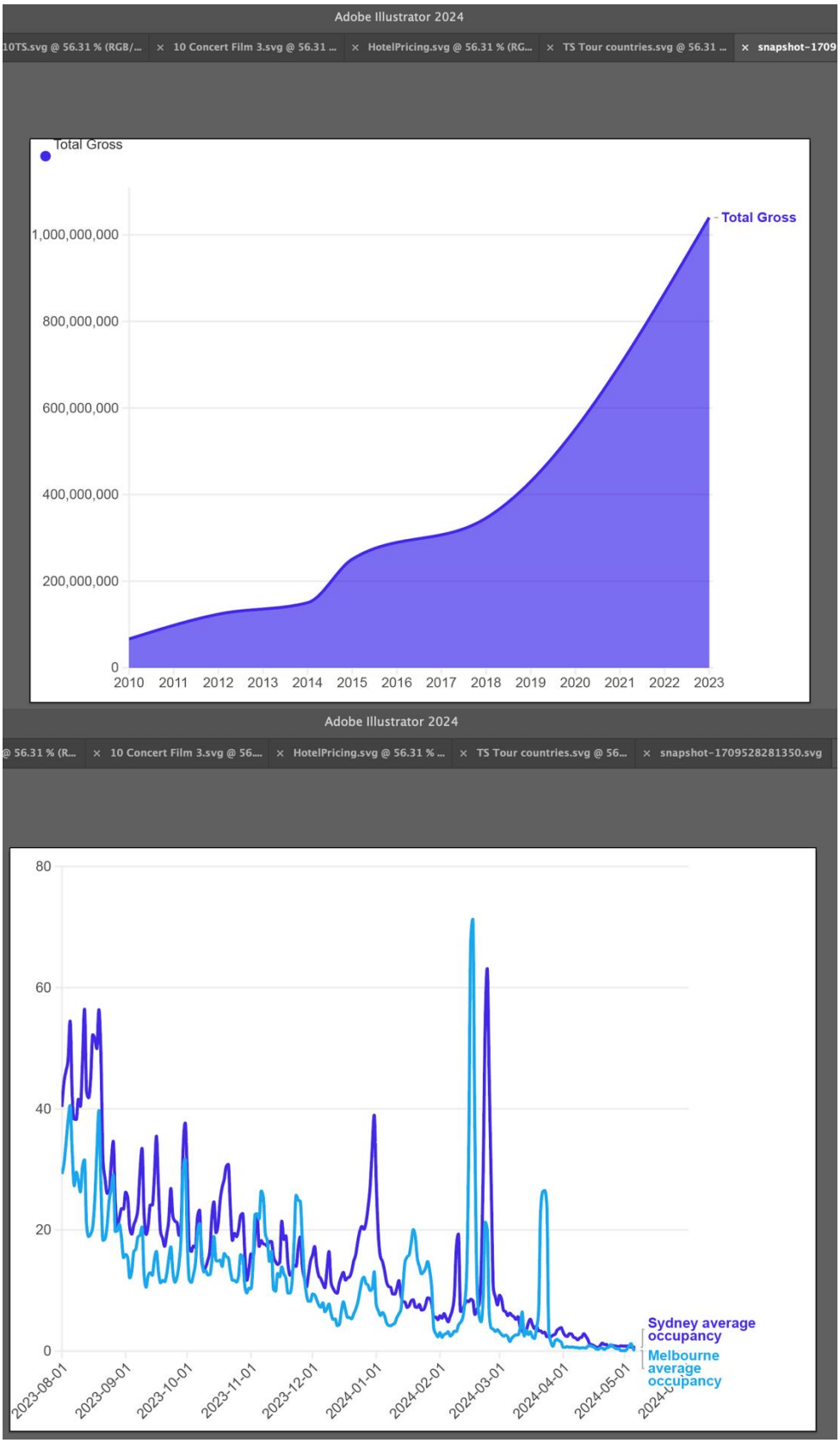
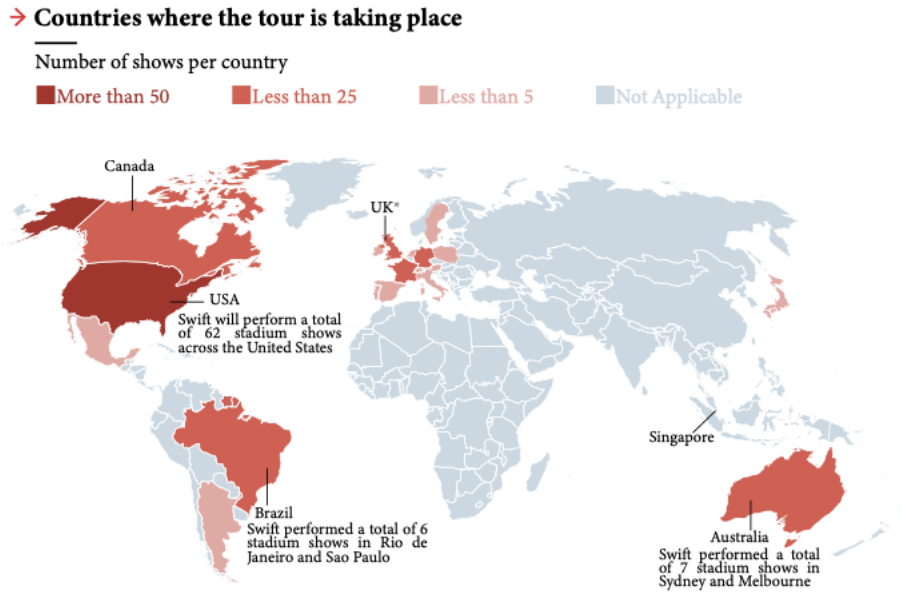
Tour10TS.svg @ 56.31 % (RGB/Pre...
10 Concert Film 3.svg @ 56.31 % (...
HotelPricing.svg @ 56.31 % (RGB/P...
TS Tour countries.svg @ 56.31 % (...
Percentage of unavailable hotels
80
60
40
20
0
2024-03-01
2024-04-01
2024-05-01
2024-06-01
2024-07-01
2024-08-01
2024-09-01
Percentage of unavailable hotels
Generate (Beta)


Adobe Illustrator 2024
Tour10TS.svg @ 56.31 % (RGB/Pre...
10 Concert Film 3.svg @ 56.31 % (...
HotelPricing.svg @ 56.31 % (RGB/Preview)
TS Tour countries.svg @ 56.31 % (...
Month before Eras Tour
Month of Eras Tour
Month after Eras Tour
40
20
0
-20
Atlanta
Chicago
Dallas
Detroit
Houston
Las Vegas
Minneapolis
Nashville
New York
Philadelphia
Phoenix
Pittsburgh
Tampa

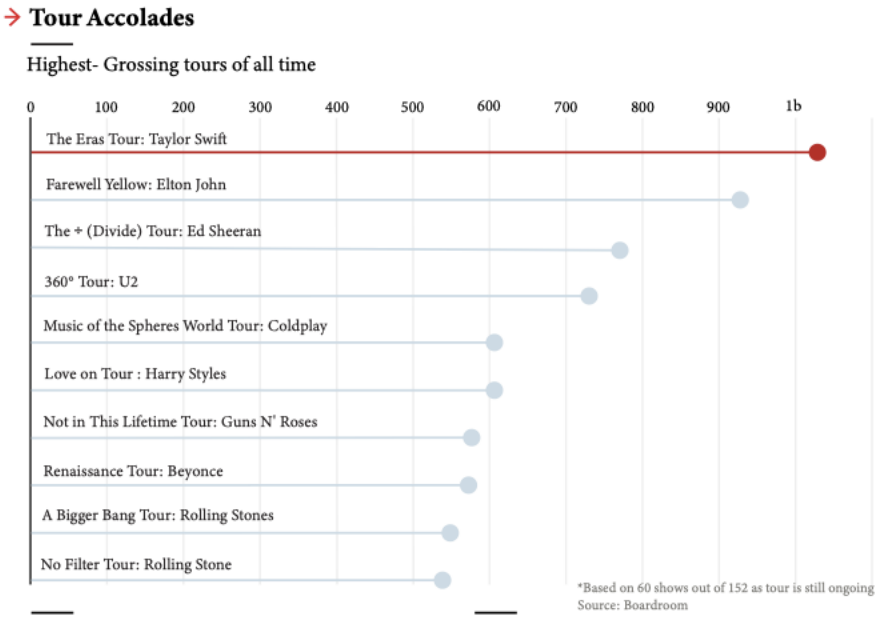

Adobe Illustrator 2024
10TS.svg @ 56.31 % (RGB/...
10 Concert Film 3.svg @ 56.31 ...
HotelPricing.svg @ 56.31 % (RG...
TS Tour countries.svg @ 56.31 ...
snapshot-1709
Total Gross
Total Gross
1,000,000,000
800,000,000
600,000,000
400,000,000
200,000,000
0
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
Adobe Illustrator 2024
@ 56.31 % (R...
10 Concert Film 3.svg @ 56....
HotelPricing.svg @ 56.31 % ...
TS Tour countries.svg @ 56...
snapshot-1709528281350.svg
80
60
40
20
0
2023-08-01
2023-09-01
2023-10-01
2023-11-01
2023-12-01
2024-01-01
2024-02-01
2024-03-01
2024-04-01
2024-05-01
Sydney average occupancy
Melbourne average occupancy

Choice of Graphs

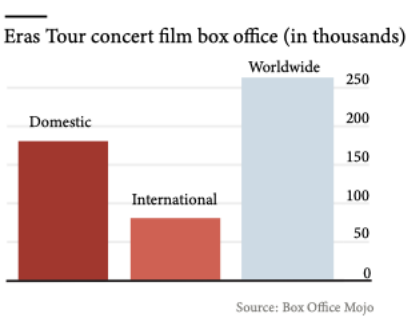
For my first graph, I chose a world map because I wanted the readers to be able to see the different countries and regions Taylor Swift Eras Tour was taking place. In the book, the Truthful Art, it explains how maps help us represent and understand geographic and spatial data in a way that tabular data alone cannot achieve. If I was to illustrate this graph as a bar graph for example, it will not have the same outcome.

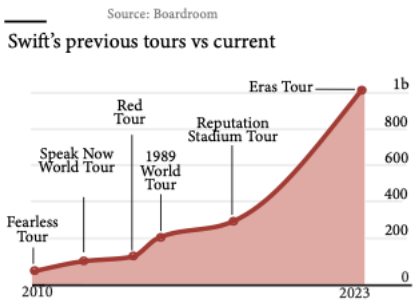


My second graph was a bit challenging. It had one of the easiest data to incorporate but I struggled to make the graph look visually appealing. In my previous draft, I used a bar graph but for my final copy I decided to use a lollipop chart. Both graphs practically work in the same way as they showcase comparison. Although, my problem was that visually, the bar graph looked too simple, therefore visually unappealing and crowded because of the lack of space between the bars and the text. In the reading, it says that one of the qualities that should be part of my foundation when working with data visualization is that it should be beautiful (among other qualities). Using the lollipop chart helped fix these issues and keep my initial idea of wanting to use length to portray the difference between the top 10 highest grossing tours of all time.

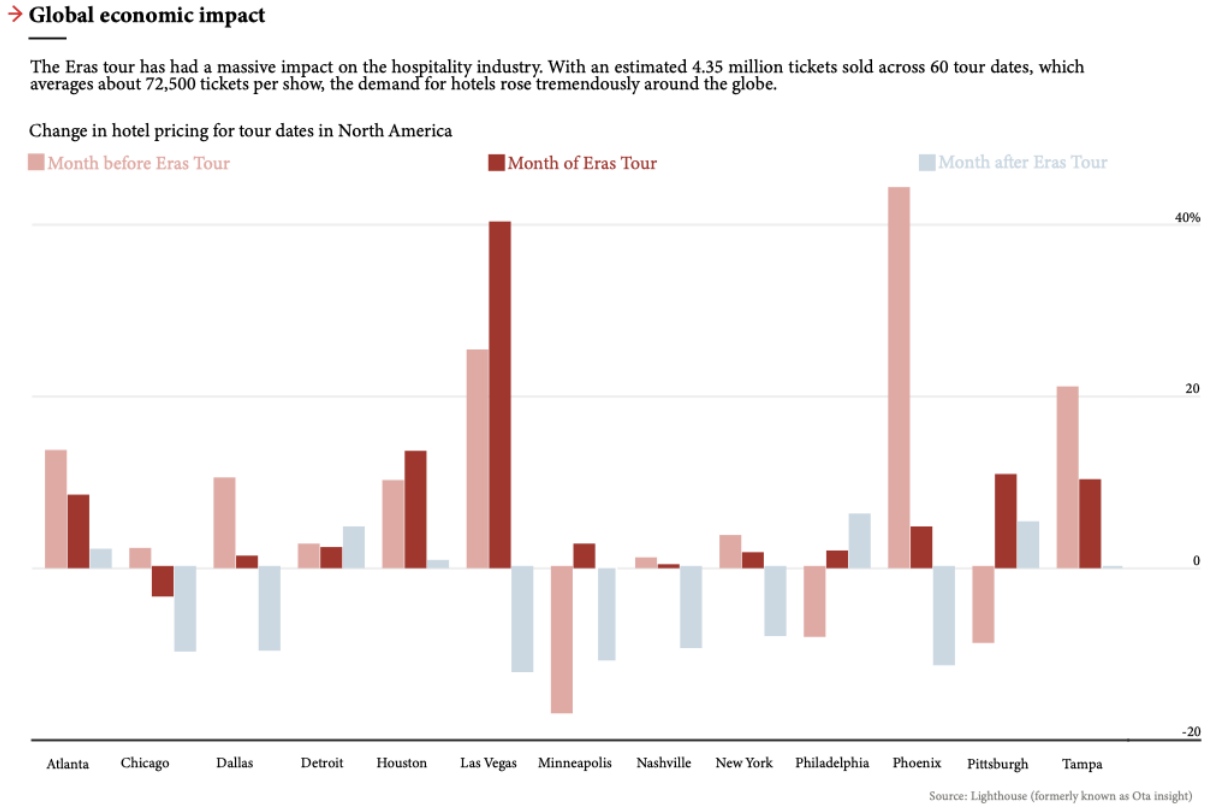


For the third graph, I used a bar/column chart. Like my second graph, I wanted to use length as means to compare how much the Eras Tour concert film made at the box office domestically, internationally then worldwide, which incorporates both domestic and international revenues. My goal with displaying the data this way was for the reader to have a visual understanding of the numbers. My fourth graph, I decided to use a line chart because when I read over the data of Taylor Swift concert tours revenue over the years, I realized that they increased over time. As shown on the graph, the growth at the beginning between the first 3 tours are not as drastic. I wanted the reader to be able to see that change over time. Additionally, the position of the dots, which reflects how much each tour made, also helps demonstrate the increase in revenue of each tour. If the line was removed, the dots would still portray the growth.

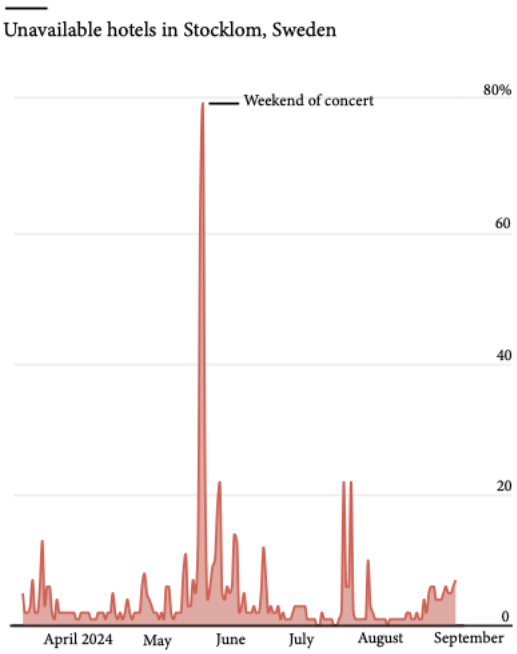




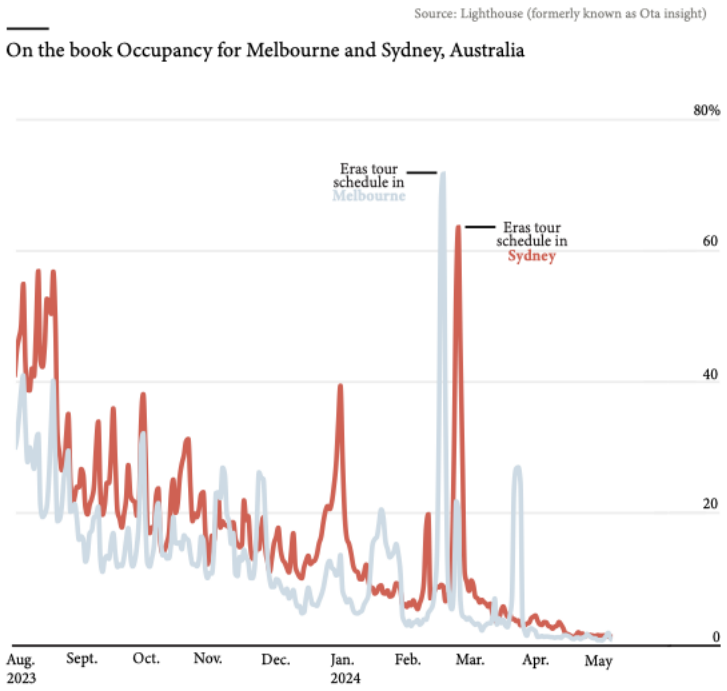
For my fifth graph, I used a waterfall chart. The data for the change in hotel pricing for tour dates in North America included negative values so I thought the waterfall chart would be the best way to portray it in terms of functionality and beauty. This is also a graph where height is one of the encodings used to compare the change in price for hotels before, during, and after the Eras Tour. But also, color hue is another important factor for this graph. As each shade represents a different period (either the month prior, month of, or month after the tour), which helps the reader understand the data better.



I used an area chart for my sixth graph because I had extensive data, which showed the unavailability of hotels in Stockholm from the month of April to September 2024 to see if there's a higher demand due to the Eras Tour. As the graph shows, 80% of hotels are unavailable the weekend of the concert compared to the rest of the other months.



For my last graph, I used a line chart. This graph shows the hotel occupancy for Melbourne and Sydney from August 2023 to May 2024. This graph shows that there is a spike in the occupancy of hotels for both Sydney and Melbourne for the dates corresponding to the Eras Tour. Since Melbourne and Sydney are two different cities where the tour took place in Australia, with their own data, I thought it would be best to use two completely different colors instead of two different shades of red like in some of the other graphs, to really show difference. The readings talk about the importance of making sure the infographic is understandable so making sure the reader does not get confused by what the data is saying was important to me.



Reflection

1. A lot of time is needed for the visualization. The different encodings require a lot of work especially as a first timer working with tools like Flourish and Abode Illustrator. It can be easy to underestimate the amount of time, it will take but having to create so many different graphs, taught me that each graphs requiredjust as much focus, consistency, and attention to details.
2. It is important to know which graph will represent the information you are trying to convey with data but also how it looks is important. I had to change my bar graph in draft 3 to a lollipop chart because visually it looked better even though both graphs show the same data comparing the highest-grossing tours of all time using length.
3. Feedback helped a lot! The difference between my first draft and last one is a testament to that. Also, being able to see how my classmates' projects were and the feedback they received helped me implement and adjust some of my shortcomings as well.