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RESEARCH ARTICLE

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THE ECONOMIC RIPPLE EFFECT OF TAYLOR SWIFT'S CONCERT TOURS ON HOST CITIES: A STUDY OF DIRECT AND INDIRECT IMPACTS

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ABSTRACT

This research paper examines the economic ripple effect of Taylor Swift's concert tours on host cities, focusing on both the direct and indirect impacts. Taylor Swift is one of the most influential global artists, her tour generates significant economic activity drawing a massive audience from around the world. The research paper will explore how the Eras Tour influences the local economy of the host city through ticket sales, increased hospitality revenue, and temporary employment, alongside the indirect effects like heightened tourism, city branding, and growth in local businesses. The data for the research paper will be secondary data like case studies and economic models to quantify these impacts.

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INTRODUCTION

Large-scale entertainment events, such as concerts, sporting events, and cultural festivals, have emerged as significant economic catalysts for cities worldwide. These events not only attract large crowds but also stimulate spending across multiple sectors, creating a ripple effect that extends well beyond the event itself. Among the most influential figures in this domain is Taylor Swift, a global pop icon whose concert tours are renowned for their unprecedented attendance and economic impact. Her tours, often described as cultural phenomena, generate immense revenue for host cities, benefiting industries ranging from hospitality and retail to transportation and local government services. The economic impact of such events can be categorized into direct and indirect effects. Direct impacts encompass immediate spending related to ticket sales, merchandise, and venue operations, while indirect impacts include secondary benefits such as increased employment, tax revenue, and sustained tourism growth. Understanding these dynamics is critical for policymakers, urban planners, and business stakeholders who aim to maximize the economic benefits of hosting high-profile events. One example of this phenomenon is Taylor Swift, who is one of the most prominent and successful artists globally. She has had many tours over the years, but the one that stands out the most is the recent Eras Tour, since it has drawn massive audiences, generating substantial economic benefits for cities where she performs. Beyond direct spending, such events can have indirect impacts on the city's brand, enhancing its visibility and attracting future tourism and investment.

This study will focus on understanding these direct and indirect impacts by analyzing secondary data on the Eras Tour. The term "Swiftonomics" has recently emerged to describe the substantial economic impact which is driven by Taylor Swift's global tours. Her influence extends far beyond just the music that she plays; her concerts create ripples across local economies, boosting everything from tourism and hospitality to retail and transportation. The Eras Tour is projected to inject a staggering US\$4.6 billion into the global economy. Her concerts drive economic activity beyond ticket sales, boosting sectors like hospitality, retail and transportation. The essence of Swiftonomics lies in its ability to mobilize large crowds and significantly boost economic activity in host cities. Taylor Swift's Eras Tour has become a monumental event, drawing global audiences and generating significant value, these tours have profound economic implications for the cities they visit. While the immediate financial contributions, such as ticket sales, accommodation, and transportation, are visible and quantifiable, the broader, indirect impacts on local businesses, employment, and city branding often go underexplored. This paper focuses on the economic implications of Taylor Swift's concert tours, examining how her performances influence local economies in terms of both direct and indirect benefits. By leveraging secondary data from city economic reports, industry publications, and case studies, the research seeks to provide a comprehensive analysis of the scale and scope of her tours' economic ripple effects. The key research question addressed is: "What are the direct and indirect economic impacts of Taylor Swift's concert tours on host cities?"

LITERATURE REVIEW

Large-Scale Events as Economic Catalysts: Large-scale entertainment events, including concerts, sports tournaments, and cultural festivals, have been widely acknowledged as catalysts for economic activity in host cities. Such events generate significant direct and indirect spending, attracting attendees who contribute to various sectors such as hospitality, retail, and transportation (Getz, 2008). The influx of visitors, many of whom travel specifically for the event, creates a surge in local demand, driving revenue not only for the event organizers but also for surrounding businesses. Studies have demonstrated that these events create a "ripple effect," whereby initial spending by attendees generates secondary benefits, such as job creation and increased tax revenues (Crompton, 1995). Events like concerts also play a role in urban tourism, with many cities actively competing to attract high-profile performers due to their potential to draw large crowds. According to Gibson et al. (2012), this phenomenon, often termed "event tourism," underscores the strategic importance of cultural and entertainment events in boosting city economies. Furthermore, the economic multiplier effect associated with these events can amplify their impact, as money spent by attendees circulates through the local economy, benefiting a range of industries.

Direct Economic Impacts of Concert Tours: Direct economic impacts refer to immediate and measurable financial benefits generated by the event itself. These include revenue from ticket sales, venue operations, merchandise, and associated spending on hospitality and transportation. Research highlights that large-scale concert tours rank among the highest revenue-generating events in the entertainment industry, with artists like Taylor Swift achieving record-breaking gross revenues. For instance, Pollstar (2020) reports that Swift's tours consistently achieve gross revenues in the hundreds of millions, with the *Eras Tour* projected to inject \$4.6 billion into the global economy. The hospitality industry, in particular, benefits significantly from such events. Data from STR Global (2019) reveals that hotel occupancy rates often increase by 20-30% during major concerts, with corresponding spikes in room prices. Restaurants, bars, and local shops similarly experience increased patronage, as concertgoers spend on dining, drinks, and souvenirs. Transportation services, including rideshares and public transit, also see higher demand during event days, contributing to revenue growth in this sector (Baade & Matheson, 2016).

Indirect Economic Impacts of Concerts: Indirect economic impacts capture the secondary and often less visible benefits of large-scale events. These include employment generation, increased tax revenues, and the long-term enhancement of a city's brand and reputation. Studies have shown that major concerts can create temporary job opportunities in sectors such as hospitality, event staffing, and security (Ritchie & Adair, 2004). Additionally, the increased economic activity associated with these events leads to higher tax collections, including sales tax, hotel occupancy tax, and other tourism-related levies. Taylor Swift's concerts, particularly the *Eras Tour*, have also contributed to city branding, a critical component of long-term economic impact. Hosting such high-profile events enhances a city's visibility on a global stage, attracting future tourism and investment (Chalip & McGuirly, 2004). Cities that host major concerts often experience a sustained boost in tourism, as the event itself draws attention to the location, encouraging repeat visits.

The Economic Phenomenon of "Swiftonomics": The term "Swiftonomics" has emerged as a descriptor of the profound economic impact Taylor Swift's tours have on local economies. Her ability to mobilize massive audiences creates substantial financial benefits across multiple sectors. Studies on Swift's previous tours highlight that her concerts drive not only direct spending but also indirect growth by attracting high-spending demographics who engage in discretionary purchases such as VIP experiences and branded merchandise (Billboard, 2019). Comparative analyses of

Swift's economic impact relative to other artists reveal the outsized influence of her brand. While artists like Ed Sheeran and Beyoncé also generate significant economic benefits, Swift's unique appeal, coupled with her global fan base, results in unparalleled levels of consumer spending (Pollstar, 2022). This distinctive impact underpins the concept of "Swiftonomics," illustrating how a single artist's tour can drive city-wide economic activity.

Case Studies of Concert-Driven Economic Impacts: Numerous case studies underscore the substantial economic benefits associated with large-scale concert events. For example, research on Beyoncé's *Formation Tour* demonstrated significant revenue growth for host cities, particularly in sectors such as hospitality and retail (Bailey, 2018). Similarly, studies on Ed Sheeran's *Divide Tour* revealed the role of concerts in boosting local tax revenues and creating employment opportunities. These findings provide valuable context for analyzing Taylor Swift's *Eras Tour*, which has surpassed previous benchmarks in terms of attendance and economic impact. In cities like Nashville, Chicago, and Los Angeles, the *Eras Tour* has generated measurable financial benefits. Local governments have reported spikes in sales tax collections during the tour dates, while hospitality industry reports highlight record-breaking hotel bookings and restaurant sales. Secondary data from tourism boards further reveals that Swift's concerts attract international visitors, amplifying their economic impact by increasing foreign spending.

Research Gaps: Despite substantial research on the economic impacts of large-scale events, gaps remain in understanding the full scope of indirect benefits, particularly long-term effects such as sustained tourism growth and city branding. Additionally, while studies on individual artists' tours exist, comprehensive analyses of the comparative economic impact of Taylor Swift's tours are limited. This paper aims to address these gaps by synthesizing available secondary data to evaluate the direct and indirect impacts of her *Eras Tour*, providing a nuanced understanding of its economic implications for host cities.

METHODOLOGY

This research employs a secondary data-based approach to analyze the direct and indirect economic impacts of Taylor Swift's *Eras Tour* in two countries: Singapore and the United Kingdom (UK). The methodology involves collecting, synthesizing, and analyzing data from credible sources such as government reports, industry publications, case studies, and publicly available economic impact assessments. The chosen methodology is appropriate for the research question, as it allows for a comprehensive analysis of existing data without requiring primary data collection.

Research Design: The study adopts a comparative case study approach, focusing on Singapore and the UK as representative examples of cities hosting Taylor Swift's *Eras Tour*. These countries were chosen for their distinct economic contexts:

- **Singapore:** A small yet economically vibrant city-state with a strong tourism and hospitality sector.
- **United Kingdom (UK):** A developed economy with a diverse range of cities, each with unique socio-economic dynamics and a long history of hosting large-scale entertainment events.

The analysis will highlight both similarities and differences in the economic impacts observed in these two regions, enabling broader insights into the ripple effects of Taylor Swift's tours across different economic and geographic contexts.

Data Sources: The study relies exclusively on secondary data collected from a range of credible and publicly available sources. Key sources of data include:

1. Government and Municipal Reports:

- Tourism board data (e.g., VisitBritain, Singapore Tourism Board).
- Economic reports on event-driven revenue, tax collections, and employment trends.
- Transportation authority reports on public transit ridership and revenue during event periods.

2. Industry Publications:

- Hospitality industry reports on hotel occupancy rates, pricing trends, and revenue changes during concert periods (e.g., STR Global reports).
- Retail and foodservice industry data on revenue spikes associated with large-scale events.

3. Concert and Entertainment Industry Reports:

- Ticket sales data from platforms such as Pollstar and Billboard.
- Merchandise revenue estimates provided by industry analysts.
- Case studies on similar high-profile events, including those hosted by other global artists.

4. Media Coverage and Expert Commentary:

- Articles from reputable news outlets discussing the economic impacts of the *Eras Tour*.
- Interviews with economists or industry experts evaluating Taylor Swift's economic influence.

5. Academic Studies:

- Research articles on the economic impacts of large-scale entertainment events.
- Studies focusing on event tourism and its multiplier effects in urban economies.

Data Collection Approach

Country-Specific Focus: Data was collected separately for Singapore and the UK to allow for a detailed comparison of economic impacts. City-specific data was emphasized where available (e.g., Singapore as a city-state, London or Edinburgh in the UK).

Timeframe: The analysis focused on the period surrounding Taylor Swift's *Eras Tour* performances in these countries, with additional data from similar events used for contextual comparison.

Key Metrics:

- **Direct Impacts:** Ticket sales, merchandise revenue, hotel occupancy rates, and transportation revenue.
- **Indirect Impacts:** Job creation, tax revenue increases, and the effect on city branding and long-term tourism.

Findings & Analysis

Host City Number 1 – Singapore

Demographics: Singapore, a country in Southeast Asia, boasts a total population of approximately 5.92 million people. This population is composed of about 4.15 million residents, including citizens and permanent residents, and around 1.77 million non-residents, primarily foreign workers. With a land area of just 721.5 sq km, the population density of Singapore is quite high, averaging about 8,058 individuals per sq km. Singapore, from an economic perspective, is recognized as a high-income economy, characterized by low tax rates and a business-friendly regulatory environment. It ranks third globally in terms of per capita GDP based on purchasing power parity, reflecting its robust economic framework supported by substantial investments in infrastructure, education, health, and public services.

Tourism Profile: Singapore has positioned itself as a premier global destination, renowned for its modern skyline, world-class infrastructure, and a rich tapestry of cultural and recreational attractions. Landmarks such as Gardens by the Bay, Sentosa Island, Universal Studios Singapore, and Marina Bay Sands draw millions of visitors annually. The city-state's tourism appeal is multifaceted,

catering to leisure travelers, business delegates, and seekers of high-quality experiences.

- Venue Name: National Stadium in Singapore
- Dates: 2nd March to 9th March
- Capacity: 55000 people
- Number of Shows: 6
- Number of Tickets Sold: 300000+
- Average Price of Ticket

Taylor Swift Singapore concert dates	Ticket prices start at
Saturday, March 2	\$328
Sunday, March 3	\$300
Monday, March 4	\$425
Thursday, March 7	\$550
Friday, March 8	\$466
Saturday, March 9	\$459

Findings and Economic Impact of the Eras Tour: Singapore is already known for its strategic location, world-class infrastructure, and thriving tourism industry. The city-state successfully hosts major international events such as the Formula 1 Singapore Grand Prix — which drew over 260,000 visitors in 2023, contributing about \$120 million to the local economy. According to the Singapore Tourism Board, the city-state welcomed over 13.6 million international visitors in 2023, a significant rebound from the pandemic years, reflecting the renewed interest in Singapore as a travel and entertainment destination. Taylor Swift significantly boosted Singapore's economy by driving a surge in tourism due to her concerts held in the city-state, with many international fans traveling to attend her shows, resulting in increased spending on flights, hotels and local businesses. This contributed to a noticeable growth in the country's GDP during the period of her performances. This phenomenon is referred to as "Swiftonomics". Economists told Bloomberg that they estimated Singapore's Swift concerts would add around \$SG300 - \$SG400 million to the country's first-quarter GDP. The Singaporean Government also paid Taylor Swift to perform exclusively only in Singapore and no other country in Asia as part of her Eras Tour. The motivation to propose the deal was by the desire to capture the lucrative concert economy. The deal which was made by Singapore was considered controversial, with some countries like Thailand considering it unfriendly. Thailand's Prime Minister claimed that Singapore paid Swift up to \$3 million per show. Complaints were also from countries like Indonesia and the Philippines. The reason behind the criticism from other Southeast Asian countries was that the deal has deprived them of tourism opportunities from the tour, especially Thailand whose economy is mainly growing because of tourism. Some of the multiplier effects are more directly visible. Big artists usually rent out stadiums that have the capacity for 40,000 to 50,000 people, or more. A spokesperson for Accor, the largest hotel group in Singapore, told the *South China Morning Post* that hotel bookings over March 2024 had surged, with some properties completely booked on the concert dates. In a situation like Singapore's, where it is the only country to host the tour in Southeast Asia, fans from nearby countries like Japan, will fly down to Singapore which benefits the Singapore's economy. Since so much money is already being spent, most fans make the short trip into a vacation. They spend a few more days after the concert in Singapore, on a range of things - accommodations, travel, shopping, food, etc. According to Trip.com, the six concerts helped increase Singapore-related booking by a staggering 275 percent when compared to two weeks earlier. The inbound flights into Singapore also increased by 186 percent while tour and accommodation bookings rose by 2373 percent and 462 percent respectively.

Over the years, Stadium MRT station has seen hordes of people try to get home after a thrilling concert. To prepare for the Eras Tour, SMRT Trains has implemented crowd control measures at the station.

Grab also helped with Taylor Swift's Eras Tour in Singapore in several ways including:

- Free Shuttle Buses: Grab provided free shuttle buses after each of the six concert dates. The buses departed when full of a pickup point near Gate 14 at the National Stadium and traveled to Redhill, Jurong East, Boon Keng and Toa Payoh MRT Stations.

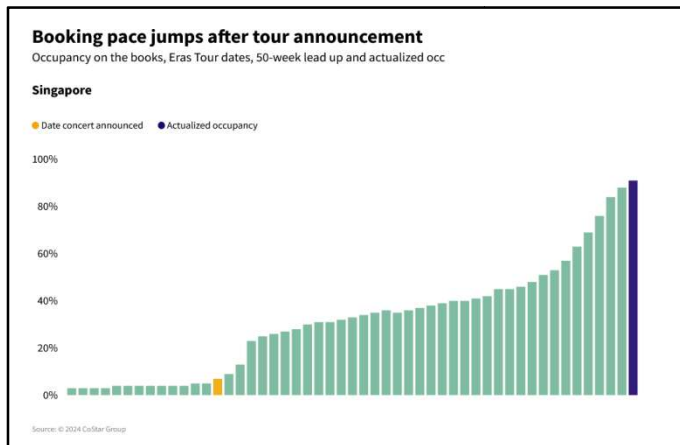


Figure 1.

Impact on Hotel Performance Metrics: The Eras Tour had a profound impact on Singapore's hospitality sector, as evidenced by data from STR. The average room rate during the concert period surged to SGD 350 per night, compared to SGD 258 in the pre-concert period, reflecting a significant increase of SGD 122 per night, or 47.3%. This jump showcases the heightened demand for premium accommodations, driven by an influx of international and domestic visitors attending the concerts. Similarly, the occupancy of rooms climbed from 78% (pre-concert period) to 91% (concert period), demonstrating the near-saturation of available rooms across the city. The average daily rate also rose from SGD 330 to SGD 416, an increase of SGD 86 or 26%, further highlighting the premium pricing power during the event. These figures underscore how the Eras Tour acted as a catalyst, elevating the overall performance of Singapore's hotel industry.

Revenue Generated by Hotels: The financial impact of the Eras Tour on the hotel sector of Singapore is even more striking when analyzed in terms of total revenue generated. The number of hotel rooms that were available is 72,000. Using the information on hotel rooms, the revenue during the concert period can be estimated below:

- **Concert Period Revenue:** With a 91% occupancy rate and an ADR of SGD 413 over six days, the calculation is $0.91 * 72,000 \text{ rooms} * \text{SGD } 413 * 6 \text{ nights}$, totalling approximately SGD 412 * 6 nights, totalling approximately SGD 162,358,560.
- **Pre-Concert Period Revenue:** With a 78% occupancy rate and an ADR of SGD 330 over six days, the calculation is $0.78 * 72,000 \text{ rooms} * \text{SGD } 330 * 6 \text{ nights}$, totalling approximately SGD 111,196,800.

The difference between the concert and pre-concert periods shows that the Eras Tour increased the average revenue by about SGD 51,161,760 during the concert dates, a remarkable boost directly linked to the tour. This additional income underscores the significant economic benefits that large-scale events like the Eras Tour can bring to the hospitality industry, particularly in a city where tourism is a vital economic component.

Host City Number 2 - United Kingdom

Demographics

- Total Population: 67.6 million
- Population Density: 279 per square kilometer

The United Kingdom is composed of four historic nations: England, Wales, Scotland, and Northern Island. While the population is

concentrated in urban areas, the UK also boasts a mix of rural and cultural landscapes. London, the capital, serves as a global hub for business, culture, and tourism, making it a key part in the growth of the economy. Economic growth in the UK has shown signs of slowing in the latter half of 2023, but it is projected to recover well, with an estimated GDP growth of 1.2% in 2025. Consumer behavior reflects caution, with an emphasis on saving at historically high rates, a trend likely influenced by economic uncertainty and the broader global financial climate.

Tourism Profile: The economy of the UK thrives on tourism, with London leading as the primary destination. The country's appeal lies in its rich history, cultural depth, and iconic landmarks such as Buckingham Palace, the Tower of London, and Big Ben. Other popular destinations include cities like Edinburgh, Oxford, Cambridge, York, and Canterbury, which showcase the historical and architectural heritage of the UK.

- **International Visitors (2023):** 38 million
- **Global Ranking:** The UK is the 10th most-visited country in the world.

The influx of visitors from Europe forms the backbone of the UK's tourism industry, driven by the proximity and ease of travel. Major events, theater, music festivals, and sporting events are also what draws tourists to the UK. With the diversity of its regions and the prominence of London as a cultural and economic epicenter, the UK remains a premier travel destination. The tourism industry is an important contributor to the UK's GDP, generating substantial revenue from international visitors. Beyond London, cities like Liverpool, Cardiff, and Edinburgh capitalize on their unique attractions:

- **Liverpool:** Known for its music scene, sports events, and ties to The Beatles.
- **Cardiff:** Celebrated for its medieval castles and vibrant Welsh culture.
- **Edinburgh:** Renowned for its historic Old Town and annual festivals, including the world-famous Edinburgh Fringe.

Overview of Taylor Swift's Edinburgh Shows: Taylor Swift's Eras Tour made a remarkable stop in Edinburgh at the Scottish Gas Murrayfield Stadium, running from June 7th to June 9th, 2024. With a capacity of over 70,000 people per show, the venue hosted three sold-out concerts, attracting over 200,000 attendees in total. The average ticket price was 206 GBP, generating substantial revenue just from ticket sales. However, the economic impact extended far beyond the concerts themselves, rippling across multiple businesses in the city. The influx of over 200,000 fans over three nights led to a sudden surge in demand for accommodations, resulting in significant economic activity and notable challenges.

Ticket Prices and Revenue Generation in Edinburgh: Taylor's Eras Tour performances at the Murrayfield Stadium from the 7th to 9th of June, 2024, proved to be a monumental cultural and a catalyst for economic activity. From sold-out ticket sales to a booming resale market, the event underscored the immense global demand for Taylor Swift's performances and the significant financial footprint her tour left behind. The dynamic pricing of tickets both in the primary and secondary markets, revealed how the cultural phenomenon of Swift's music translates into extraordinary economic gains.

Original Ticket Prices: The face value of tickets for the Edinburgh shows included a wide range of options to choose from to cater to the various preferences of fans:

Standard Tickets

- **Front Standing (Left/Right):** 171.25 GBP
- **General Admission Standing:** 109.40 GBP
- **Seated Tickets**

- **PL1 Seats:** 182.50 GBP
- **PL2 Seats:** 143.15 - 182.50 GBP
- **PL3 Seats:** 109.40 GBP
- **PL4 Seats:** 86.90 GBP
- **PL5 Seats:** 57.65 GBP
- **VIP Packages**
 - **It's Been A Long Time Coming Package:** 661.40 GBP
 - **Karma Is My Boyfriend Package:** 338.40 GBP
 - **I Remember It All Too Well Package:** 331.40 GBP
 - **Ready For It Package:** 276.40 GBP
 - **It's a Love Story Package:** 250.00 GBP
 - **We Never Go Out of Style Package:** 195.00 GBP

With over 200,000 tickets being sold across the three nights in Edinburgh, the original ticket sales generated approximately 30 GDP million to 35 GDP million in revenue. This direct income highlights the immense drawing power of Taylor's performances.

Edinburgh Resale Prices: A Breakdown Analysis

The secondary market saw the prices of resale tickets skyrocket as fans who missed out on purchasing the original tickets turned to platforms like StubHub. Edinburgh, while offering the lowest resale prices among UK cities, still saw a significant markup from the original price.

Lowest Resale Price: 296 GBP
Highest Resale Price: 7,757 GBP
Average Resale Price: 1,274 GBP

These statistics show how the resale tickets in Edinburgh may look quite high, but when compared to cities like London, where the tickets averaged 2,297 GBP for the Wembley shows, it's low. Even with lower averages, fans faced financial challenges, as the resale prices still exceeded the original ticket price by over 600% in some cases. These resale prices attracted more of the international fans, most of whom found it cheaper to attend a concert in Edinburgh, including travel and accommodation, than to buy a single resale ticket in the United States, where the prices reached around \$5000.

Hotel Occupancy and Revenue Surge: The announcement of the tour dates of the Eras Tour triggered a quick response from the hospitality sector. This industry emerged as the primary benefactor of the Eras Tour, with an estimated 27 GBP million to 45 GBP million in revenue generated from accommodations alone. The concerts attracted 60,000 to 100,000 tourists, many of whom travelled from other parts of the UK and abroad to attend the event. Hotels in Edinburgh experienced a surge in bookings, with occupancy rates reaching around 92% during the period of the concert. This marked a substantial increase compared to the average occupancy rates of around 85% in the weeks that were leading up to the events.

Visitors stayed for an average of three nights, spending approximately 450 GBP per person on accommodations. This level of spending was pivotal in revitalizing the hotel sector of Edinburgh, particularly as it followed a period of slow growth due to global economic challenges. This increase in demand for accommodation gave hotels the opportunity to implement significant price hikes. The average daily rates for hotel rooms soared, with some establishments charging up to 686 GBP per night, a sharp increase from typical rates. This phenomenon, referred to as the "Taylor Swift effect," underscores the substantial influence of major entertainment events on local economies.

Accommodation Dynamics: The unmatched demand for accommodations during The Eras Tour performances in Edinburgh led many fans to seek lodging in nearby Glasgow, which is around 47 miles west of the capital. This shift not only reduced some pressure on the hospitality sector of Edinburgh but also provided an economic boost to the businesses and hospitality sector of Glasgow. As hotel prices in Edinburgh skyrocketed to an average of 686 GBP per night during the concert dates, many fans found it more economical to stay

in Glasgow, where the rates of accommodations were relatively affordable. For instance, double rooms in Glasgow were available from around 161 GBP per night during the same period. This significant price disparity made Glasgow an attractive alternative for people who were going to the concert. The AC Hotel by Marriott Glasgow, along with others, reported a notable increase in bookings from Taylor Swift fans. Rooms at the AC Hotel in Glasgow had an average price of 209 GBP, which despite being higher than usual, pale in comparison to hotels on the other end of the M8. The hotel's proximity to Glasgow Queen Street Station, offering direct trains to Edinburgh's Haymarket Station in less than an hour, which made it the most efficient way for attendees commuting to the concerts. Other Edinburgh hotels, which are usually priced in a similar price range, are selling rooms for nearly four times the price at 786 GBP. Craig Munro, the GM of the four star AC Hotel by Marriott Glasgow, said the Swift weekender is already the hotel's most popular date since it opened in Glasgow's new 100m GDP Love Loan development in November of 2023. He said: "Demand for rooms is far exceeding supply. We closely monitor rates across the city and they are already around 25% higher than normal - but that's nothing compared to Edinburgh. There has been a knock-on effect which has triggered a sharp rise in demand in Glasgow. I reckon the city will be completely full on Friday and Saturday. Given our proximity to Queen Street station, we're seeing the direct benefit of tourists staying in Glasgow and commuting to Edinburgh, not only for Taylor Swift but for other popular events like the Edinburgh Marathon, and during the Fringe too. Scotland's two major cities being so close together is extremely attractive to tourists. I think Edinburgh also benefits from the amazing events that come to Glasgow. It's undoubtedly a new 'era' for Glasgow - it's becoming increasingly popular as a tourist destination."

Fan Experiences and Perspectives: Many fans expressed frustration over the inflated accommodation prices in Edinburgh leading them to consider alternatives. One fan remarked, "400 GBP for one night in a basic hotel. Think I'll just drive through to Glasgow or somewhere afterwards." Another remarked, "I couldn't justify paying nearly 700 GBP for a single night in Edinburgh. Staying in Glasgow and taking the train seemed like a much more reasonable option." This sentiment was echoed across social media platforms, where fans shared their strategies for attending the concerts without facing the high-priced accommodation costs.

Economic Impact on Transportation Services: The Eras Tour performances at Edinburgh had a major impact on the transportation sector of the city. The 200,000 attendees over the three nights needed heavy and proper planning and coordination to ensure the seamless movement of both concertgoers and residents.

The surge in visitors translated to a significant economic boost for various transportation services:

- **Public Transit:** Lothian Buses and Edinburgh Trams experienced a substantial increase in ridership during the period of the concert. To accommodate the rising demand, additional services were scheduled, particularly during the peak hours before and after the concerts. This increase in passengers and sudden surge in demand led to an increase in revenue for the public transit operators.
- **Rail Services:** ScotRail has adapted its services to the upcoming Eras Tour in order to accommodate the substantial increase in ridership during the concert dates. The train operator announced that extra carriages as well as additional late-night services will be added to routes heading to and from the capital. Since the accommodation prices in Edinburgh were over-inflated, fans decided to stay at Glasgow and commute to the concerts by train. This trend resulted in increased ticket sales and necessitated the addition of extra carriages to existing services to manage the higher passenger volume.
- **Private Hire and Ride Sharing:** Taxi companies and ride-sharing platforms such as Uber experienced peak demand,

particularly during late-night hours post-concert. Uber, one of the many taxi companies, implemented surge pricing due to the increased demand, leading to higher fares and increased earnings for drivers.

Dining and Beverage Sector: The city's vibrant dining scene was also a part of the economic boost, with restaurants, cafes, and pubs reporting an increase in patronage.

Visitor Spending: It is estimated that tourists spent around 50 GBP per day on food and beverages, leading to an additional 9 GBP million to 15 GBP million in revenue for the local food and drink industry. Many Swifties celebrated pre- and post-concert meals at local establishments, contributing to the bustling energy of the city.

Community Engagement: Several businesses joined the Swiftie craze by offering customers themed menus and events. One restaurant owner shared: "We created a Taylor Swift-themed cocktail menu for the weekend, and it was a massive hit. Fans loved the idea of connecting their experience at the concert with our menu."

Local Businesses in Edinburgh: The Eras Tour weekend had brought tens of thousands of Swifties to swarm cafes, bars, and tourist attractions across the center of Edinburgh. Businesses in the region recorded bumper sales over the artist's weekend. The impact that the concerts had on the city's hospitality industry was unbelievable. There was also the Edinburgh Taylored Taste Trail which saw shops, cafes, and restaurants showcasing cocktails, mocktails, afternoon teas, ice creams, desserts, and cupcakes inspired by the singer's iconic songs. There were Blank Space chocolates, Shake It Off confetti creations and Enchanted teas and a few businesses also went out of their way to make their own friendship bracelets for customers. The friendship bracelets are a significant part of the Swiftie culture that consist of colorful beads.

Cafes and Restaurants: The hospitality industry, particularly cafes and restaurants, experienced an overwhelming surge in demand, driven by the influx of fans. Businesses creatively aligned their offerings with the Swiftie phenomenon, crafting bespoke menus and experiences by Taylor Swift's music.

Coro The Chocolate Cafe: The cafe saw its busiest weekend ever, selling over 100 Taylor-inspired chocolate fondue boards featuring American pancakes and brownies. The owner, Lauren Stenhouse, described the weekend as transformational: "It's been unreal. We were so busy that we had to turn people away - a first for us. It gave us motivation as a small business, reminding us why we do what we do. The Taylor Swift impact has been phenomenal." The cafe also served as a community hub for all the Swifties, with fans exchanging handmade friendship bracelets, adding to the electric atmosphere.

The Alchemist: The cocktail and mocktail bar in the St. James Quarter, joined the Taylor frenzy by offering handcrafted friendship bracelets with their drinks. The demand was so high that they started providing DIY bracelet kits. The GM, Claire Meikle said: "The vibe in the bar was incredible. We had fans from the US and Canada who said it was cheaper to travel here for the concert than to buy tickets back home. The sequins and glitter everywhere were proof of the joy this weekend brought."

Sweet Paradise Desserts: The cafe that is known for its vibrant pink theme, introduced a 19-piece Taylor Swift-inspired menu. Supervisor Ian McKechnie spoke: "We were the second biggest pink icon in Edinburgh over the weekend. We named cookie dough and waffles and ice cream desserts and drinks all after her songs and albums - all great fun."

Retail and Souvenirs Impact: Retailers in Edinburgh saw a significant uptick in sales during the Eras Tour weekend. Souvenir shops, clothing stores, and even niche establishments created products tailored to the event. Many shops along the Royal Mile reported their best weekend sales in years. Visit Scotland estimated that each tourist spent an average of 75 GBP on collectables and gifts, generating 4.5

to 7.5 GBP million in additional revenue for local retailers. The friendship bracelets that are a significant part of the Swiftie culture, became a phenomenon. Businesses like The Alchemist and others exchanged beads to keep up with the growing demand, highlighting how the event fostered cooperation and unity among local enterprises.

Tourist Attractions: Along the Royal Mile, Camera Obscura & World of Illusions created a bespoke animation featuring Taylor Swift wearing a Scottish Jimmy hat and playing bagpipes. The exhibit, along with a life-size Taylor Swift cardboard cutout, became a social media sensation, attracting hundreds of fans eager to take selfies. The marketing manager, Claire Riddock said: "The Taylor Swift cutout was so popular that we're keeping it permanently and moving it next to our Autowed machine so people can 'marry' Taylor. The weekend was amazing for us - it showed how creativity can amplify the impact of such events." Local landmarks like Edinburgh Castle and the Scotch Whisky Experience reported higher-than-usual foot traffic as Swifties extended their stay in Edinburgh to explore the city, adding to the overall economic growth and benefit.

Government Revenue and Taxation: The local government also benefited from the Eras Tour, with an estimated total spend of 45.6 GBP million to 76.5 GBP million, the 20% VAT collected from this spending generated 9.18 to 15.3 GBP million in tax revenue. This additional income will likely be reinvested into public services and future infrastructure ensuring that Edinburgh stands out as a top destination for large-scale events like this.

Economic Impact Summary

Sector	Estimated Revenue (GBP million)
Hospitality and Accommodations	27 - 45
Food and Beverage	9 - 15
Retail and Souvenirs	4.5 - 7.5
Transportation	5.4 - 9
Government VAT Revenue	9.18 - 15.3
Total Economic Impact	45.9 - 76.5

The Eras Tour had an enormous effect on Edinburgh, infusing up to 77 GBP million into the local economy. From booked out hotels and packed restaurants to crowded trains and thriving souvenir shops, the ripple effects from the concert were felt across every part of the city. This showed the power of cultural phenomena to drive economic growth, strengthen local businesses, and position Edinburgh as a global hub for events like these.

CONCLUSION

The economic ripple effect of Taylor Swift's concert tours, exemplified by the Eras Tour, highlights the profound impact large-scale entertainment events can have on host cities. Through both direct and indirect economic contributions, these events generate substantial revenue across multiple sectors, from ticket sales and hospitality to transportation and retail. Cities like Singapore and Edinburgh witnessed transformative financial benefits, including heightened hotel occupancy rates, increased government tax revenues, and a surge in local business activity. Additionally, the intangible benefits, such as city branding and long-term tourism growth, reinforce the strategic importance of hosting such high-profile events. This study underscores how Taylor Swift's tours serve as a microcosm of the broader potential for cultural phenomena to act as economic catalysts. The concept of "Swiftonomics" aptly encapsulates this phenomenon, where the artist's global influence translates into measurable financial gains for cities and communities. As cities increasingly compete to attract major events, understanding and leveraging these economic dynamics can provide policymakers, businesses, and stakeholders with valuable insights to maximize benefits and foster sustainable growth. Ultimately, the Eras Tour exemplifies how entertainment extends beyond cultural enrichment, becoming a significant driver of economic vitality and a testament to the power of the arts in shaping local economies.