

Business: What kinds of businesses have benefited the most from Taylor Swift's Eras Tour, and how?

Taylor Swift's Eras Tour grossed \$2 billion across 149 shows, setting the record as the world's highest-grossing concert tour¹ (Vesovski, 2024). Beyond ticket sales, it injected \$140 million into Denver's economy in a single weekend² (Mueller, 2023) and spurred global fan engagement, driving merchandise sales and travel bookings (Snelling, 2024). This phenomenon highlights how large-scale cultural events can ignite economic innovation, drive cross-industry collaboration, and create long-term opportunities for sectors like hospitality, retail, and small businesses, as this essay will explore.

Among the biggest beneficiaries of Taylor Swift's Eras Tour was the hospitality industry, unparalleled in the economic benefits it brought to host cities. In Denver, hotels reached record revenues, with nightly rates surging by up to 300% to accommodate over 70,000 attendees (Pearce, 2023). Cross-industry collaborations sweetened these gains, whereby hotels teamed up with local restaurants to develop Swift-themed packages and host pre-concert events³ to further sweeten the fan experience (Luberecki, 2024). Additionally, international fans stayed over into host cities to explore the surroundings, which further pushed up the tour as one of the biggest global phenomena of travel (Bacon, 2024).

¹ Guinness World Records lists the Eras Tour as the highest-grossing of all time (as of 2024).

² This includes spending on lodging, dining, transportation, and other related expenses.

³ Examples include Swift-themed cocktails, dining experiences, and merchandise pop-ups hosted on hotel premises.

Restaurants and bars also did not miss their chance with Swifties through innovative means of maximizing bottom lines. For example, local restaurants in Miami had a 12.8% increase in GMV⁴ during the concert weekend, fueled by Swift-themed menus and pre-concert parties (Zuluaga, 2024). Thus, these adaptations allowed small and medium businesses to participate in the tour's cultural phenomenon and convert concertgoers into enthusiastic patrons. Meanwhile, in Vancouver, consumer spending outpaced that of Black Friday⁵, further entrenching the Eras Tour's strong economic effect in local dining and retail sectors, so says Business in Vancouver (Korstrom, 2024). Event spaces and VIP services added a critical layer to the financial success of Taylor Swift's Eras Tour. High-value packages, priced from \$5,000, included perks like meet-and-greets, private lounges, and curated catering for high-net-worth fans⁶ (Smith, 2024). Moreover, the Eras Tour generated a massive economic boost in cities it visited, surpassing even events like the Super Bowl and the Olympics in terms of local business growth, hospitality, tourism, and retail sales (Pattanaik, 2023).

Along with the collaborations involving hotels and local businesses, these experiences transformed host cities into immersive Swift-themed hubs that facilitated cross-industry innovation and drove significant economic returns (Luberecki, 2024). However, the tourism sector has to deal with challenges in the wake of surging demand and criticisms of inflated pricing on the weekends of the concert. These also are underlined by the need for proactive planning and adaptive strategies that balance economic benefits with customer satisfaction (Korstrom, 2024). In conclusion, the Eras Tour really cemented the hospitality industry as a core

⁴ GMV (Gross Merchandise Value): The total sales revenue generated over a specific period, often used to measure retail performance.

⁵ Black Friday is traditionally one of the busiest shopping days of the year in North America, signaling the economic scale of the Eras Tour.

⁶ Such packages cater to affluent concertgoers, offering exclusive experiences that amplify event profitability.

driver of economic prosperity. From sold-out hotels to restaurants becoming instant cultural phenomena, the sector played an integral part in renewing local economies to levels never seen before and sets a new benchmark for innovative business at large-scale events.

The Eras Tour was a real testament to the never-seen power of fan-spending, whereby emotional connection to any entertainment event shapes and morphs local economies⁷. Her fans, more endearingly called "Swifties," didn't hesitate to invest in the themed experiences to project their connection with Taylor Swift's music. Retailers across cities made the most of the hype; bead shops were even reporting a 500% increase in sales as Swifties began to fashion friendship bracelets with inspiration from her lyrics, which became symbolic of the tour itself⁸ (BBC Newsround, 2024). This was evident internationally, too, in merchandise sales that have blown through the roof on e-commerce platforms and furthered the tour's economic impact. Moreover, owners of small businesses tailored offerings to fan culture—from Nashville's Edley's restaurant, which offered Swift-themed menu items the week of her concert for its highest-ever single-day revenue, to a New York-based boutique creating limited-edition apparel inspired by Swift's iconic tour outfits (Wright, 2023). That moved the needles to continued interest in the days and even weeks after the concert weekend (Guo, 2023), giving meaning to cultural relevance and consumer loyalty, energizing local businesses and creating economic ripples that extend well beyond an event itself⁹.

⁷ Fan-spending: The economic influence generated by dedicated fans purchasing event-related products, services, and experiences.

⁸ Friendship bracelets: A fan-driven trend inspired by Taylor Swift's lyrics, representing community and personal connection among attendees.

⁹ Economic ripples: Secondary economic benefits experienced by local businesses and communities following a major event.

This enthusiastic spending pattern of the fans showed that community-driven engagement had more potential during large-scale events¹⁰. Those local retailers and service providers who positioned their offerings to reflect the cultural significance of the tour gained not only immediate financial rewards but also a more robust connection with their clientele (Chenoweth, 2024). However, businesses relying heavily on one big cultural event are at risk when that one event is over. Important as this transformation is, the Eras Tour does remind us that this money and energy don't always transfer into long-term viability for businesses without the sustained follow-up that keeps the people coming in (Mitra, 2024). This can be evidenced by bead shops, for example, who will struggle to find business exceeding the bracelet trend¹¹ (Miao, 2024). At this point, it can't be stressed enough the importance of leveraging event-driven success into long-term relationships with customers. Furthermore, the Eras Tour also showed that emotional connection is one of the critical drivers of consumer behavior. These fan-driven moments charged the urban economy and opened possibilities for small businesses, while reinforcing the idea that relevance to culture is a viable business strategy in times of mega events.

For the entirety of Taylor Swift's Eras Tour, small businesses across host cities have been cashing in by creatively making the performances all their own. In New Orleans, one local bakery was selling out each day of desserts inspired by Swift, and a boutique known for sequined dresses had its stock snatched up by hungry fans (Gogreve, 2024). Additionally, TikTok influencers and Etsy artisans joined on tour as well, parlaying Swift-themed content to global audiences for substantial sales¹² (Breen & Thomas, 2023). These innovative methods show how

¹⁰ Community-driven engagement: Economic and social activities fueled by shared enthusiasm and collective participation in a cultural or community event.

¹¹ Such risks highlight the dependence on fleeting trends without a broader, sustainable strategy.

¹² These creators leveraged digital platforms to amplify the tour's cultural relevance, driving both brand awareness and sales.

a small business or an independent creator can align with a cultural phenomenon to attract and retain avid customers.

The success didn't stop in New Orleans. For example, independent shops in Kansas City reported record-breaking sales of concert-themed merchandise, while fan-driven trends¹³, like crafting friendship bracelets inspired by Swift's lyrics, led to significant sales spikes for craft and bead stores across the state (Davis & Kurtz, 2023). Moreover, local tourism boards in Seattle offered Swift-themed walking tours¹⁴ partnering with businesses (Stackhouse, 2024); the idea was to take fans to iconic locations, boosting diners and shopkeepers on every corner (Dougher, 2023). The above are examples of ways that cultural phenomena like the Eras Tour have provided economic impact across many aspects of the local community.

However, with this in mind, even the tourism sector faced challenges brought about by the surge in demand, especially criticisms of price inflation¹⁵ during the concert weekends. These challenges signal the need for proactive planning and adaptive strategies to balance the economic benefits of such events with customer satisfaction (Epstein, 2023). In addition, the Eras Tour sealed once again the position of the hospitality industry in ensuring economic success. From complete hotel occupancy to restaurants that became overnight cultural hotbeds, this sector breathed life into local economies in record numbers and set a new bar for innovation regarding mega event.

¹³ Community-centered marketing: Marketing efforts designed to engage and benefit the local population while leveraging shared cultural or community interests.

¹⁴ Immersive experiences: Events or activities designed to fully engage participants, often combining themes, interactivity, and sensory elements.

¹⁵ Sustainable events planning: Designing events to minimize environmental and social costs while maximizing economic and cultural benefits.

Taylor Swift's Eras Tour set a new benchmark for economic impact and also highlighted complexities and challenges associated with large-scale events. Grossing \$2 billion from 149 shows, the tour was one more example of how thoughtfully designed entertainment events spur both immediate and long-term economic growth by fostering artist-city-local business collaborations and setting a framework for entertainment to drive cultural and financial growth (Laidley, 2024). Moreover, future artists and event promoters will be able to learn how to adapt experiences to their local contexts from the tour's successes. The community-centered marketing strategies proved particularly effective¹⁶, as businesses utilized Swift-themed promotions and special offerings to captivate fan interest (Chenoweth, 2024). Strategies of creating immersive experiences¹⁷, partnering with local vendors, and bringing cultural relevance into the events really helped deepen the engagement of fans and amplified economic gain (Psyllou, 2023). Thus, these strategies are set to provide guidelines on how large events can leave meaningful, long-lasting impacts on their host cities.

Nevertheless, rapid commercialization of mega events is not without challenges, which include overburdening city resources and increasing costs on local communities. A balance must be struck between maximizing profits and reducing negative impacts in sustainable events planning¹⁸ (Klaunig & Hallowell, 2023). The host cities need to address issues about traffic congestion, housing, and environmental concerns to bring about equitable growth and maintaining public support for future events. Furthermore, the insights provided by the Eras Tour

¹⁶ Community-centered marketing: Marketing strategies designed to engage local communities by aligning products and services with shared cultural or social themes.

¹⁷ Immersive experiences: Activities or events that fully engage attendees through interactivity, theming, and sensory elements, creating memorable and impactful moments.

¹⁸ Sustainable events planning: Organizing events in ways that minimize environmental, social, and economic drawbacks while maximizing long-term benefits.

can also help cities position themselves as the best hosts of events (Downer, 2024). Competition to accommodate high-profile events has been a major driver for more proactive planning. Infrastructure investment¹⁹ in the form of lodging, public transportation, and updated venue capabilities will allow cities to welcome large crowds in hopes of hosting future entertainment (Snelling, 2024). For example, long-term tourism growth through enabling partnerships with local businesses for true, city-specific experiences²⁰ will ensure all manner of short-term profits (Kareemdathil & Bajj, 2023). Ultimately, the Eras Tour rewired the linkage between entertainment and local economies: proof that cultural relevance²¹, fanbase engagement, and strategic collaboration are key to transformational success. Embracing these lessons, future artists and cities can unlock the full potential of large-scale events, leaving legacies that continue to economically and culturally enrich.

Taylor Swift's Eras Tour changed the game in large-scale cultural events affecting the economy, benefiting tourism, retail, and small businesses, by leveraging Swift's cultural power and the frenzy of her fans. Beyond the immediate gains, it offers a model for innovation, collaboration, and sustainability within the event industry. Future artists and cities will take lessons from its success and continue to redefine how the entertainment world can spur long-lasting cultural and economic growth through strategic planning.

¹⁹ Infrastructure investment: Development of physical and organizational facilities required for hosting large-scale events, such as hotels, transportation systems, and event venues.

²⁰ City-specific experiences: Unique offerings tied to a city's culture, landmarks, and traditions, enhancing its appeal as an event destination.

²¹ Cultural relevance: The ability of an event or entity to resonate deeply with societal values, traditions, and shared interests, enhancing its impact.

Bibliography:

Mueller, B. (2023). Swiftonomics: Eras tour impact on Colorado. *Common Sense Institute*.

<https://commonsenseinstitute.org/swiftonomics/>

Vesovski, V. (2024, December 13). *American small business owners benefit from \$2B Eras Tour frenzy*.

Finance Yahoo. Retrieved from

<https://finance.yahoo.com/news/american-small-business-owners-2b-130100676.html>

Snelling, G. (2024, December 9). *Taylor Swift's Eras takes a final bow: How the record-setting \$2 billion tour rocked the economy*. Fast Company. Retrieved from

<https://www.fastcompany.com/91243238/taylor-swift-eras-tour-total-gross-ticket-sales-effect-on-economy>

McCluskey, M. (2024, December 6). A look back at Taylor Swift's record-breaking Eras Tour. *TIME*.

Retrieved from <https://time.com/7199590/taylor-swift-eras-tour-final-numbers.com>

Pearce, K. (2023, July 14). *Sparks fly as Taylor Swift dazzles Denver in sold-out concert at Empower Field Friday night*. Denver Gazette.

https://denvergazette.com/arts-entertainment/taylor-swift-denver-colorado-eras-tour-2023-concert-review/article_0754e0d0-22bd-11ee-b364-2bb855c820d9.html

Luberecki, B. (2024, September 29). *Taylor Swift's Eras Tour is coming to an end. These hotels are offering special packages timed around the final U.S. tour dates*. Family Vacationist.

<https://familyvacationist.com/taylor-swifts-eras-tour-is-coming-to-an-end-heres-how-stay-in-style-and-celebrate-the-final-u-s-tour-dates/>

Bacon, A. (2024, December 9). *The end of an era: How Taylor Swift boosted the US economy*. CNN.

<https://finance.yahoo.com/news/end-era-taylor-swift-boosted-100044415.html>

Zuluaga, T. (2024). *Taylor Swift's impact on restaurants: The Eras Tour 2024 Miami data*. Toast.

<https://pos.toasttab.com/blog/on-the-line/taylor-swifts-impact-on-restaurants.com>

Korstrom, G. (2024, December 16). *Taylor Swift fans' spending in Vancouver outpaced that on Black Friday: Moneris*. Business in Vancouver.

<https://www.biv.com/news/retail-manufacturing/taylor-swift-fans-spending-in-vancouver-outpaced-that-on-black-friday-moneris-9964349.com>

Smith, J. D. (2024, April 11). *I'm planning to spend \$5,000 to see Taylor Swift in Europe with my kids. Our floor tickets, hotel, and flights are set to cost less than our nosebleed seats in the US did*. Yahoo Entertainment. <https://www.yahoo.com/entertainment/im-planning-spend-5-000-194732101.html>

Pattanaik, M. (2023, November 28). *From 1989 to \$780 million: How Taylor Swift's Eras Tour is single-handedly reviving the economy*. The Acronym. <https://sites.imsa.edu/acronym/2023/11/28/from-1989-to-780-million-how-taylor-swifts-eras-tour-is-single-handedly-reviving-the-economy/>

Luberecki, B. (2024, September 29). *Taylor Swift's Eras Tour is coming to an end. These hotels are offering special packages timed around the final U.S. tour dates*. Family Vacationist. <https://familyvacationist.com/taylor-swifts-eras-tour-is-coming-to-an-end-heres-how-stay-in-style-and-celebrate-the-final-u-s-tour-dates/>

Korstrom, G. (2024, December 16). *Taylor Swift fans' spending in Vancouver outpaced that on Black Friday: Moneris*. Business in Vancouver. <https://www.biv.com/news/retail-manufacturing/taylor-swift-fans-spending-in-vancouver-outpaced-that-on-black-friday-moneris-9964349.com>

BBC Newsround. (2024, June 11). *Why do we wear friendship bracelets?* BBC. <https://www.bbc.co.uk/newsround/articles/ck77vzg38ygo>

Wright, H. (2023, August 15). *Boosting restaurant sales: How Taylor Swift and Beyoncé concerts impact restaurants*. Emerging. <https://emerging.com/insights/restaurant-industry-insights/boosting-restaurant-sales-how-taylor-swift-and-beyonce-concerts-impact-restaurants.com>

Guo, K. (2023, June 7). *What 200 Swifties wore to an Eras show*. New York Magazine: The Strategist. <https://nymag.com/strategist/2023/06/best-taylor-swift-eras-outfits.html.com>

Chenoweth, N. (2024, October 31). *Taylor Swift's Eras tour crowds raise New Orleans small businesses' revenue 'by 900%' in 'life-changing' impact to city*. The Sun.

<https://www.the-sun.com/money/12784579/taylor-swift-eras-tour-revenue-new-orleans-small-businesses.com>

Miao, H. (2024, December 8). *Billions in cocktails and friendship bracelets: How Taylor Swift juiced the economy*. The Wall Street Journal.

<https://www.wsj.com/economy/taylor-swift-fan-economic-impact-eras-tour-revenue-a9c00005.com>

Mitra, M. (2024, March 8). *Swiftonomics: The economic influence of Taylor Swift*. Investopedia.

<https://www.investopedia.com/swiftonomics-definition-8601178.com>

Gogreve, R. (2024, October 19). Local businesses prepare for wave of Swifties in town for Eras Tour. *WGNO News*. Retrieved from

<https://wgno.com/news/entertainment/taylor-swift/local-businesses-prepare-for-wave-of-swifties-in-town-for-eras-tour.com>

Breen, A., & Thomas, J. (2023, August 8). A Taylor Swift-inspired side hustle is making people tens of thousands: 'Paid more than my full-time job.' *Entrepreneur*. Retrieved from

<https://www.entrepreneur.com/business-news/a-taylor-swift-inspired-side-hustle-is-making-people/457110>

Dougher, K. (2023, July 19). Here's how to experience Taylor Swift in Seattle this weekend without tickets. *Secret Seattle*. Retrieved from <https://secretseattle.co/taylor-swift-seattle.com>

Stackhouse, S. (2024, December 11). What did the Eras Tour mean for Seattle? Taylor Swift's sold-out shows brought millions to the city. *Seattle Magazine*. Retrieved from

<https://seattlemag.com/seattle-culture/what-did-the-eras-tour-mean-for-seattle.com>

Epstein, G. (2023, June 14). The Taylor Swift effect: The Eras Tour is causing hotel booking prices to skyrocket 50%. *Navan Blog*. Retrieved from

<https://navan.com/blog/traveler-experience/the-taylor-swift-effect-the-eras-tour-is-causing-hotel-prices-to-skyrocket.com>

Laidley, C. (2024, December 9). Taylor Swift's \$2 billion 'Eras Tour' broke records and boosted economies worldwide. *Investopedia*. Retrieved from

<https://www.investopedia.com/taylor-swift-s-usd2-billion-eras-tour-broke-records-and-boosted-economies-worldwide-8758404.com>

Chenoweth, N. (2024, October 31). *WILDEST DREAMS: Taylor Swift's Eras tour crowds raise New Orleans small businesses' revenue 'by 900%' in 'life-changing' impact to city*. The Sun. Retrieved from <https://www.the-sun.com/money/12784579/taylor-swift-eras-tour-revenue-new-orleans-small-businesses.com>

Psyllou, M. (2023, August 18). Taylor Swift's Eras tour: A harmonious overture of the trickle-down effect on local economies. *University of Birmingham*. Retrieved from <https://www.birmingham.ac.uk/news/2023/taylor-swifts-eras-tour-a-harmonious-overture-of-the-trickle-down-effect-on-local-economies>

Klaunig, M., & Hallowell, A. (2023, July 10). Did Taylor Swift come to your city? Understanding the economic impact of the Eras Tour. *Navigator - Arts, Entertainment, Recreation, and Events*. Retrieved from <https://camoinassociates.com/resources/understanding-the-economic-impact-of-the-eras-tour.com>

Downer, M. (2024, August 30). Taylor Swift's Eras Tour: Assessing the environmental impact. *The Starfish Canada*. Retrieved from <https://happyeconews.com/taylor-swifts-eras-tour-assessing-the-environmental-impact.com>

Snelling, G. (2024, December 9). Taylor Swift's Eras takes a final bow: How the record-setting \$2 billion tour rocked the economy. *Fast Company*. Retrieved from <https://www.fastcompany.com/91243238/taylor-swift-eras-tour-total-gross-ticket-sales-effect-on-economy.com>

Kareemdathil, N., & Bajj, A. (2023, December 28). "Swiftonomics" wave spurs local economies. *StartupTalky*. Retrieved from <https://startuptalky.com/taylor-swift-eras-tour-boost-local-economy.com>

