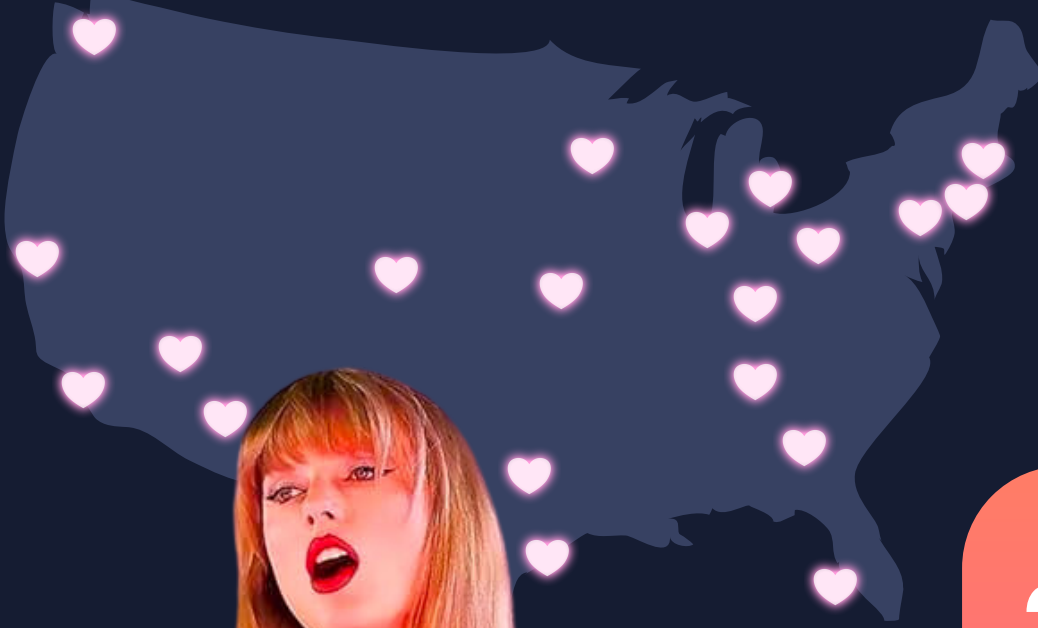


ECONOMIC IMPACT OF TAYLOR SWIFT | THE ERAS TOUR

20 Number of US Cities the Eras Tour Visited in 2023.



\$5 billion

In US Economic Impact

This is the estimated amount directly spent by concertgoers in Eras tour destinations around the country as of September 2023.

\$1327 USD

Spending per fan:

includes tickets, outfits and costumes, merchandise, food & drink, transportation and travel.

\$320 million

Total economic impact from Swift's 6 shows in Los Angeles.

\$29 million tax revenue

3300 jobs created

2.1% increase
in home prices

According to data from Redfin, after Taylor Swift's Eras Tour visited a city, home prices increased by an average of **2.1%** compared to the national average of **.52%** between March and August 2023.

Many cities saw increases of over 5%!

More Local Business Revenue than Super Bowl LVII

On the tour's opening night in Glendale, Ariz., the concert brought in **more local business revenue than Super Bowl LVII**, which was held earlier in 2023 in the same stadium.



\$46 million

Total economic impact from Swift's 2 shows in Pittsburgh, PA.

83% concertgoers that traveled to the show from outside the county.

95% Pittsburgh's hotel occupancy during the concerts

106% increase in average daily room rates (\$309)