

The Impact of The Eras Tour

By: Eva Westein

Taylor Swift's "The Eras Tour," which kicked off on March 18, 2023, is now preparing to enter its final leg this weekend. The show encapsulates all 11 eras of Swift's music career in roughly three and a half hours. With 152 tour dates spanning five continents over a year and a half, "The Eras Tour" impact has been expansive. Here are just a handful of ways that the tour has influenced today's society.

Breaking Tour Records

In just the first eight months, "The Eras Tour" grossed over \$1 billion, and in December of 2023 it was reported that in just the shows played during 2023, there were 4.3 million tickets sold. Before the tour was even over, Swift was able to break the record for the highest-grossing tour, which was previously held by Elton John's "Farewell Tour." Across her various stops and various stadiums, Swift also broke many attendance records. March of this year, she had broken eight separate records at seven venues: Seattle's Lumen Field, New Jersey's MetLife Stadium, Pittsburgh's Acrisure Stadium, AT&T Stadium in Arlington, Texas and Sao Paulo's Allianz Parque (where she broke both one-day and three-day attendance records). Most recently, Swift sold out all three of her concerts at Lucas Oil Stadium in Indianapolis, filling 207,000 seats total.

Boosting the Economy

In March of 2024, *Time Magazine* noted that "The Eras Tour" was projected to generate close to \$5 billion in consumer spending in the United States alone. At her stop in Glendale, Ariz., Swift's tour generated more revenue for local businesses than Super Bowl LVII, which was held at the same stadium just a few months earlier. *Time Magazine* also explained that with a typical live performance, every \$100 spent generates about \$300 in local spending on things such as hotels, food and transportation. But for "The Eras Tour," fans were easily putting an estimated \$1,300 to \$1,500 into their preparation and travel for just the one show that they were attending. This boosted local economies by hundreds of millions of dollars in one weekend. The Governor of Illinois has even credited Swift with reviving the state's tourism industry after her stop in Chicago.

Cultural Phenomena

“The Eras Tour” has also ushered in a variety of widespread trends that shaped concert culture and the world around us as we know it today. Many of the U.S. cities and even some of her tour stops abroad, have gone above and beyond to welcome Taylor Swift and the massive amounts of Swifties taking over for the weekend. Minneapolis was renamed “Swiftie-apolis” for the weekend, and Santa Clara even made Swift the honorary Mayor during her time there. Swifties have also taken over the craft stores thanks to their elaborately created costumes and mass production of friendship bracelets in preparation for their show. Now, friendship bracelets especially have expanded outside of Taylor Swift concerts and have been appearing more and more at concerts for other artists and other major events. Not to mention, “The Eras Tour” has only caused a consistent increase in listeners for Swift with every stop. According to Billboard, after the first 10 weeks of the tour, her listeners were up 79% more than before the tour started. A brief influx of listeners is generally expected for artists starting a tour, but it typically isn’t maintained very significantly.

Whether you consider yourself a Swiftie or not, it is clear that “The Eras Tour” will leave its mark on the world for years to come.

Sources: Billboard, Fox 59, Grammy and Times