



*Are you ready
for it?*



TAYLOR SWIFT
THE ERAS TOUR

TAYLOR SWIFT'S ERAS TOUR & TORONTO'S ECONOMY



TAYLOR SWIFT THE ERAS TOUR

STARRING
TAYLOR SWIFT
DIRECTED BY
SAM WRENCH

ONLY IN THEATERS BEGINNING
OCTOBER 13
TICKETS AVAILABLE NOW

What will Taylor Swift's Eras Tour mean for Toronto's economy?

- Toronto is expected to see an economic boost to the tune of nearly **\$300 million** thanks to Taylor Swift's upcoming Eras Tour
- In direct spending alone, recent estimates suggest that the tour will bring in about **\$150 million**.



But...why? What makes the Era Tour so special?

1. There are SIX sold out shows, just in Toronto alone!
 - Nov. 14, 15, 16, 21, 22, and 23
 - 240,000 fans expected at ONE concert
2. The volume of people travelling!
 - There are six shows and because this tour has been such a global phenomenon, people are really travelling from around the world to be here, and particularly because it's the end of the tour
 - Out of town visitors are expected to spend approximately— \$141 million — on local businesses, including hotels, restaurants, shops, entertainment and Swift-themed events.



A Global Phenomenon

- Driven by a fan frenzy, called Swiftmania, the tour's impact is considered an outcome of Swift's wider influence on the 21st-century popular culture
- Since kicking off in Arizona in March 2023, the 149-show international tour has become the highest-grossing of all time and the first to take in more than \$1 billion
- A film of the concert, shown in movie theatres, was also wildly successful. Fans can now watch this on streaming platforms, such as Disney Plus!



Taylor Swift fans face 'out of control' hotel prices for Canadian tour dates

- <https://globalnews.ca/news/10840328/taylor-swift-fans-hotel-prices-eras-tour-canada/>



WHY CAN HOTELS CHARGE SO MUCH FOR THEIR ROOMS DURING THE TOUR?



SUPPLY & DEMAND

- During these concert dates, there will be so much demand for a place to sleep!
- However, there is only so much supply (only so many hotels, Airbnbs, etc.).
- Therefore, these businesses know that they can increase their prices!

As Demand increases, Supply decreases, Price increases

The Eras Tour & the City of Toronto's Social Responsibility

<https://www.cbc.ca/news/canada/toronto/taylor-swift-way-signs-daily-bread-1.7372925>



Brands Capitalizing on the Swiftie fandom



Shake it Off!



SEE DROPBOX FOR ASSIGNMENT INSTRUCTIONS

