

Houston is ‘Ready for it’: How Taylor Swift’s ‘The Eras Tour’ is Benefiting Local Economy

By Jamie Thornton, for Billboard

Many people may see Taylor Swift’s tour as just another concert tour. However, as the three nights at Houston’s NRG Stadium draw nearer, it’s worth noting how Swift’s massive 52-show stadium tour has benefitted economies and will likely benefit Houston as well.

As the tour opened in Glendale, Ariz., which was renamed “Swift City” for the duration of the shows, people flew in from all over the country and the world to see the opening night of this historic tour. According to Business Insider, the two sold-out shows welcomed around 150,000 fans over the weekend of March 17 and 18. This is more than the Super Bowl, which was held at the same stadium.

For the Houston shows, people will be travelling from all around Texas. Some, like Twitter user @iSwiftYou, will be “traveling all the way from Mexico!” Many fans living in Houston have even decided to book hotels near the venue out of fear of how bad traffic will be or insane Uber prices. The Metro has also revealed that they will open a park-and-ride lot further from the stadium for \$20, as opposed to \$40 at NRG, and provide a free ride on the Metro to the venue.

Due to the influx of people traveling into cities, nearby hotels and restaurants are taking advantage of the situation. Several establishments in Houston are revealing Taylor Swift-themed cocktails and treats for the concerts this weekend, hoping to attract more swifties to their location. Additionally, the city has announced they will rename NRG Stadium to “NRG Stadium (Taylor’s Version)” for the three nights of her tour. City Hall will also be lit up purple in a “Lavender Haze”—a reference to a song on the singer’s most recent album, “Midnights.”

Swift has an extensive history of donations, whether that be to individuals or organizations. She has made large donations to each city on her tour, and Houston was no exception. She made a generous donation to the Houston Food Bank before her three sold-out shows at NRG. While the amount was not disclosed, this will certainly help a lot of people in Houston.

It may not be as easy to gauge how much Swift’s tour will benefit Houston as it did in Arizona, since it was held in the same stadium as the Super Bowl, but local restaurants and hotels in all cities will definitely see an influx in sales. More accurate numbers will surely be available once

the dust has settled this weekend. As this tour is set to make Swift the highest grossing female touring artist of all time and possibly the highest grossing concert tour in general, the revenue that NRG and businesses around the stadium will acquire will be huge.

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