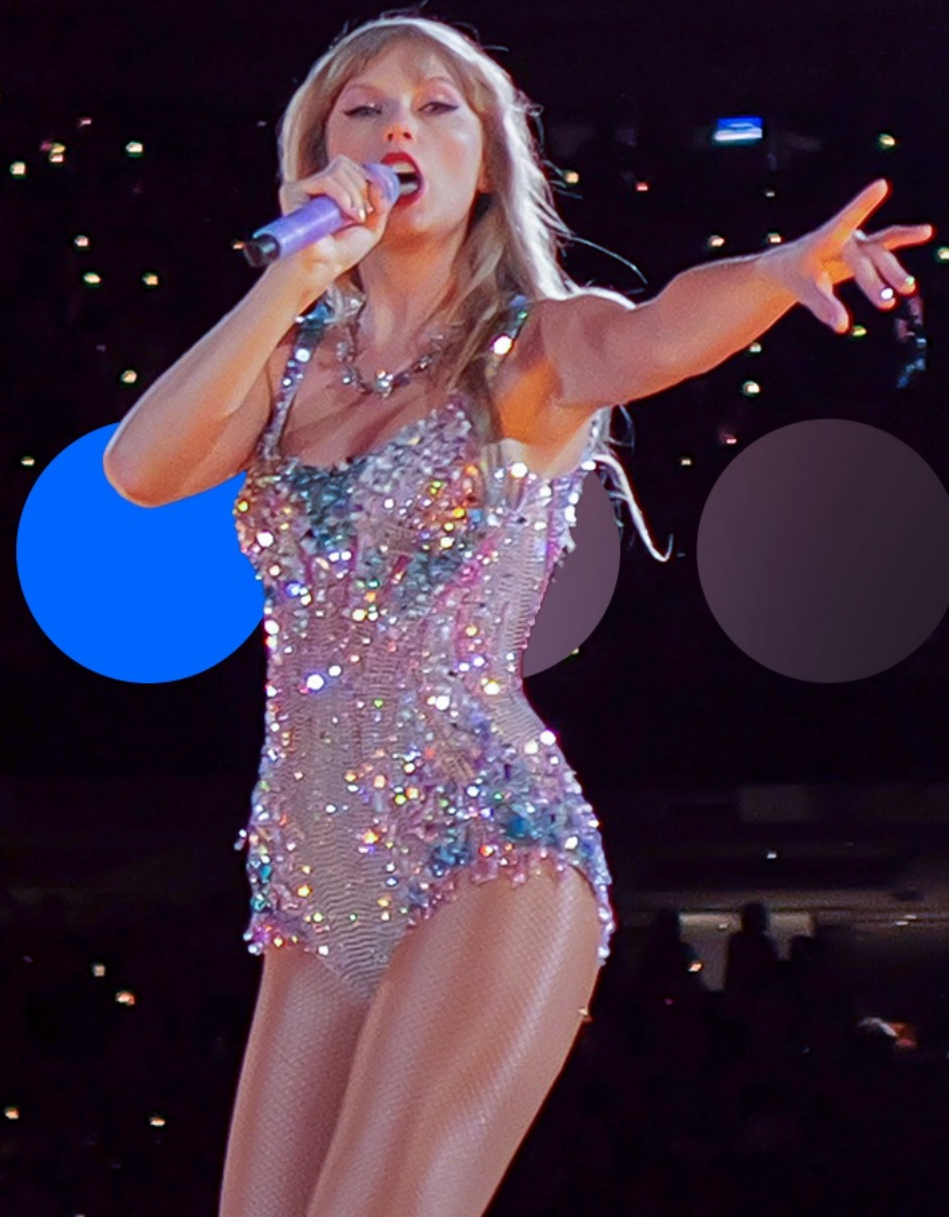


Mobility analysis on Taylor Swift's concerts

The Eras Tour en Madrid | May 29 and 30, 2024

Photo by [Paolo Villanueva](#) on [Flickr](#)



MOBILITY ANALYSIS ON TAYLOR SWIFT’S CONCERTS | THE ERAS TOUR MADRID

Index

01. ContextP.03

Mobility analysis on Taylor Swift's concerts

02. Concert figuresP.02

What trends can we detect during the concerts?

03. The concert by the hourP.03

What are the concert schedule patterns?

04. A comparison with other eventsP.04

How do visitors behave?

What is the visitors profile?

How do visitors vary depending on the events?

Context

01

CONTEXT

Mobility analysis on Taylor Swift's concerts | The Eras Tour en Madrid

We analyzed Taylor Swift's The Eras Tour shows in Madrid using our Smart Steps platform for crowd mobility analysis. The shows took place on Wednesday 29th and Thursday 30th May 2024 at the Santiago Bernabéu Stadium in Madrid.

Both concerts lasted more than three hours and the artist sang 46 songs.



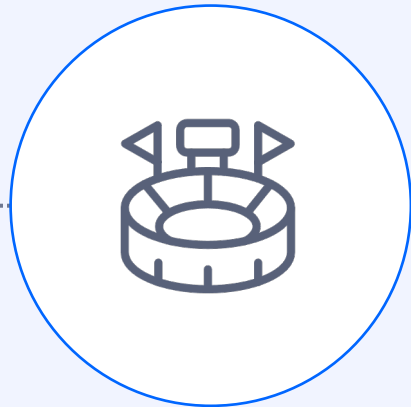
Concert figures

02

02. CONCERT FIGURES

What trends can we detect during the concerts?

Attendees



There were approximately **137.000 people in the Santiago Bernabéu stadium area** during the two days of the concert. May 30 was the busiest day of the year.



The number of **attendees from other provinces** increased during the concert on May 30 compared to the previous day, **representing 34% of the total.**



02. CONCERT FIGURES

What trends can we detect during the concerts?

Attendees



It is worth noting the abundant presence of Americans, representing approximately 35% of the international attendees of both concerts..



About 39% of the attendees from other provinces have traveled from **Barcelona**

02. CONCERT FIGURES

What trends can we detect during the concerts?

Attendees



International attendees to the concert come to stay **for two days** and take the opportunity to visit the country, many of the nationals also choose **to stay overnight**, but to a lesser extent.



The **presence of young people** between 18 and 29 years of age at concerts has increased, representing 11% of the total number of attendees.



The concert
by the hour

03

03. THE CONCERT BY THE HOUR

What are the concert schedule patterns?

According to time of day, a similar behavior is observed in both days of the concert.



02.45pm

High density detected in areas near the Santiago Bernabéu Stadium.



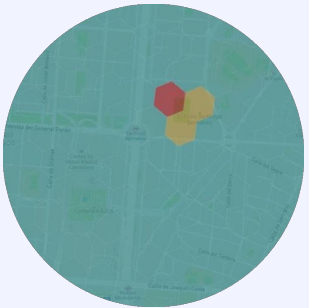
3.30pm

We can see how the crowd begins to move towards the stadium.



8.00pm

The maximum flow of people in the vicinity of the stadium is registered at this hour.



10.30pm

The concert has not yet ended and it can be seen that mobility is still centered in the stadium..



11.45pm

At 11.30pm people start to leave the stadium.



2.00am

After 1.30am the stadium and surrounding area is practically clear.

A comparison with
other events

04

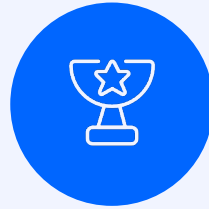
How do visitors behave?



x2 the number of visitors

The number of visitors to the Santiago Bernabéu Stadium area on both concert days **doubled** compared to the daily average.

How do visitors behave?



21% visitors than in a Champions League match

The concert was well attended, **being slightly above figures for Saturday soccer matches** and other events in the same month.

However, it is approximately **21% below the attendance** that a **Champions League match** can register.

How do visitors behave?



2 days average overnight stay

Most of the attendees who decide to stay **overnight** during the week of the concert **stay an average of two days.**

Many of them are international visitors, due to the high leisure offer in Madrid, also increased by the Champions League matches..

What is the visitors profile?



x8 visitors from other provinces

The number of visitors coming from other regions increased almost eightfold, showing the high interest of the Spanish population in the singer's two concerts in Spain.

International visitors increased compared to the daily average by 11%, almost at the level of soccer matches..

What is the visitors profile?



+8% visitors are between 18 and 29 years old

The daily age distribution is similar to that of concerts; however, in concerts, we observe that after the 40 to 49 age segment, the **presence of 18- to 29-year-olds increases by 8%** with respect to a daily day.

04. A COMPARISON WITH OTHER EVENTS

How do visitors vary depending on the events?

