

**THE ECONOMIC IMPACT OF AN INTERNATIONAL CONCERT: CASE STUDY
OF TAYLOR SWIFT'S 2024 WORLD TOUR CONCERT IN SINGAPORE**

THESIS

**Presented as a Partial Fulfilment of the Requirements for the Degree of
Sarjana Manajemen (S1) in International Business Management Program
Faculty of Economics Universitas Atma Jaya Yogyakarta**



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2025

DECLARATION OF AUTHENTICITY

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Declare that it is fully my work and does not contain the work of others except for some parts that require references with the proper procedures for writing scientific papers and are stated in the bibliography in this thesis.

Yogyakarta, May 27th 2025

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This is to certify that the thesis entitled
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The writer sincerely acknowledges the limitations in knowledge, experience, and ability that may be present in the completion of this thesis. Nevertheless, the writer holds the hope that this work may be beneficial to various parties and contribute meaningful insights to both academic and legal fields.

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Yogyakarta, May 27th 2025



Ni Putu Reydita Gauri

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ABSTRACT

This research aims to analyze the economic impact of Taylor Swift's 2024 *Eras Tour* concert in Singapore by examining four main factors: political, socio-cultural, environmental, and tourism aspects. Using a quantitative approach with multiple linear regression analysis, the study collected data through surveys distributed to concert attendees and was supported by secondary data from articles and academic journals. The findings reveal that political, socio-cultural, and tourism factors have a positive and significant influence on the economic impact, while environmental factors, although perceived as important by respondents, do not show a statistically significant effect. Tourism emerged as the most influential variable, highlighting the critical role of visitor spending on accommodation, food and beverage, and transportation in boosting the local economy. Socio-cultural factors also contributed significantly, with the concert enhancing community engagement, cultural promotion, and Singapore's global cultural image. Political factors, such as government support and Singapore's regional exclusivity, positively influenced economic outcomes but to a lesser degree. In contrast, environmental concerns, while acknowledged, were not strongly linked to economic perceptions. The study concludes that international concerts can serve as major drivers of urban economic development, especially when integrated with strategic tourism promotion and cultural branding. Policy implications suggest that future event planning should focus not only on maximizing tourism and socio-cultural benefits but also on strengthening environmental sustainability practices. This research also highlights the importance of multi aspects approaches in evaluating the broader economic impacts of entertainment events. Limitations include the focus on a single case study and short-term economic effects, suggesting the need for future research with broader scope and longitudinal data.

Keywords: *Taylor Swift, Eras Tour Singapore, international concert, economic impact*