# Taylor Swift's Eras Tour Set to Boost London Economy by £300 Million



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Taylor Swift’s Eras Tour is projected to bring a £300 million boost to London's economy. The US pop star, 34, will perform eight shows at Wembley Stadium, with three sold-out concerts from June 21-23 and five more in August. These performances will attract nearly 640,000 attendees, more than in any other city globally.

In celebration of Swift’s visit, Wembley Park has unveiled two new public artworks. The Spanish Steps have been renamed “Swiftie Steps” and display a mural by artist Frank Styles. Another mural, “Ready For It” by MurWalls & HUMOR, features lyrics and Swift’s portrait. Additionally, a Taylor Trail through London highlights locations referenced in her music, such as the West End, Camden Market, and Brixton.

A special Tube map renamed after Swift’s albums and featuring stations named after her songs has been created by Transport for London (TfL). According to the Greater London Authority, fans are expected to spend an average of £471 per visit, bringing the total economic boost to £300 million.

Notably, Kentish Delight, a kebab shop frequented by Swift, has become a fan destination. Owner Ahmed Khan revealed that Swift’s favorite order is a chicken doner kebab. Fans worldwide visit the shop, featured in her ‘Endgame’ music video.

Mayor Sadiq Khan emphasized the tour’s significance, stating, “Her eight performances will bring nearly 700,000 fans to Wembley Stadium, providing a huge boost to our hospitality industry.”

### Traffic Warnings Issued Ahead of Eras Tour Concerts

Graham Conway, Managing Director at Select Car Leasing, has advised fans to avoid the A40 and M1 near Wembley due to roadworks. Anticipating high traffic, he recommended alternative routes for smoother travel. Fans should also prepare for warm weather and possible delays.

Swift’s UK tour began with three shows in Edinburgh, followed by concerts in Liverpool and Cardiff. Her tour across Europe includes stops in Amsterdam, Zurich, and Milan before returning to London.

### Superfans Queue Early for Front-row Spots

A family of Swift "superfans" from the US led by Brian Wood, 56, arrived at Wembley early to secure front-row spots for the concerts. They plan to follow Swift to multiple European cities throughout the summer.

Overall, Taylor Swift's Eras Tour is primed to significantly impact London, with extensive fan celebrations and economic benefits.