

SWIFTIES SEND ERAS TOUR FILM TO BOX OFFICE STARDOM

FANS RUSH TO PRE-ORDER SEATS AS FILM RIVALS BLOCKBUSTER MOVIES

From stage to screen for the US megastar

Taylor Swift's Eras Tour has already made history as one of the most successful live tours ever, filling stadiums across the world and generating billions in revenue. Now, the superstar is taking over the cinema too. Her new concert film, Taylor Swift: The Eras Tour, is set to premiere in UK cinemas this autumn – and before the film has even been released, it has already broken records. Fans rushed to buy tickets as soon as they went on sale, with many cinemas reporting entire weekends selling out within hours. Some chains were forced to add extra screenings late at night and early in the morning to keep up with the demand.

Globally, the film has already brought in over £75 million in advance ticket sales, an astonishing figure that beats the opening weekends of many Hollywood blockbusters. In the United States, experts predict it could surpass superhero hits like Doctor Strange and The Flash.

In the UK, cinema industry leaders are calling it one of the most successful concert films of all time, easily set to overtake classics such as Michael Jackson's This Is It and Justin Bieber: Never Say Never.



Economic boost

But the success of the Eras Tour film isn't just about ticket sales. Economists point out that Taylor Swift has had a major financial impact in every city her tour has visited, boosting hotels, restaurants, transport and even local shops. Now, by bringing the experience to cinemas, she is allowing millions of fans who couldn't afford or access a stadium ticket to share the excitement. For many, this film is the closest they will get to being at a Taylor Swift concert, and that makes it a cultural event in its own right.

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Section 1 - Statistics & Data

A cinema has 12 screens, each seating 200 people. If all screens are filled twice a day for the opening weekend (3 days), how many tickets are sold in that cinema?

If tickets are £15 each, how much revenue does that cinema make in the opening weekend?

Across the UK, 400 cinemas are showing the film. If each sells an average of 5,000 tickets in advance, how many tickets is that in total?

If UK cinemas make a total of £60 million from the film in its first two weeks, and *Oppenheimer* made £48 million in the same period, by what percentage is Swift's film higher?

Globally, the film has £75 million in pre-sales. If 60% of this is from the USA, how much comes from outside the USA?

The Eras Tour film sells 2 million tickets in the UK at an average price of £15 each. If the cinema keeps 60% of the revenue and the rest goes to the film distributor, how much money does each side receive?

Section 2 - Practical Maths



Mail

From: Head Office
To: Cinema Manager
Subject: Taylor Swift Eras
Movie

Hi [Manager],

We're preparing for the busiest weekend we've ever seen with Taylor Swift: The Eras Tour. I need some figures from you to help with planning.

- We expect 65% of customers to buy popcorn. If 9,200 customers attend over the weekend, how many will buy popcorn?
- Popcorn costs £4.50 per box. If those customers all buy one, what is the total popcorn revenue?
- Cleaning staff need 15 minutes to clean each screen after a showing. If you run 30 showings across the weekend, how many hours of cleaning time is needed in total?
- Our busiest day is Saturday, with 3,800 customers expected. If we open for 12 hours, what is the average number of customers per hour?
- The local Swiftie fan club has booked two private screens of 200 seats each. If one fills completely but the other is only 70% full, how many fans attend in total?

Thanks – please send this over so we can finalise the staffing and supplies order.

Regards
Cinema Head Office



Write your response to the CEO here,



Mail

From: Cinema Manager
To: Head Office
Subject: Taylor Swift Movie

Dear Head Office,

Please see my projections for the release of the Taylor Swfit movie.

Work out the price of each item for sale at the cinema.



£160



£45



£115



£55



£100



Section 3 - Problem Solving

1. During the opening weekend, 40% of customers buy popcorn and 25% buy drinks. If 9,000 customers attend, how many buy:

- a) Popcorn
- b) Drinks
- c) Both, if 15% buy both items

2. At the merch stand, fans can buy: Posters at £6 each, T-shirts at £18 each, Hoodies at £30 each

- A group of fans places these orders:
- Order A: 2 posters + 1 hoodie
- Order B: 1 T-shirt + 3 posters
- Order C: 2 hoodies + 2 T-shirts
- Work out the total cost for each order, then the overall total spent by the group.

Wembley Stadium holds 90,000 fans. If the Eras Tour film sells 2 million UK tickets, how many times bigger is the cinema audience than one Wembley concert?