

Music Tour-Ism Is One Of The Biggest Travel Trends

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Fans from all over flock to Chicago's Lollapalooza. ISTOCK-AMPUEROLEONARDO

When Paul, John, George and Ringo touched U.S. soil in 1964, Beatlemania swept across America. With Taylor Swift hitting the stage this summer for the European leg of her record-breaking Eras Tour, the continent sits in the midst of an all-out Taylor tantrum.

Not only is the “Shake It Off” singer taking her catalog of chart-topping hits on a 15-city jaunt, but thousands of Swifties are joining her on the ride, too, and they’re bringing their passports, sequin skirts and hefty wallets along with them.

If the European stretch of Swift’s tour is anything close to the behemoth that swept through North and South America in 2023 — between March and December of last year, Eras became the first tour in history to earn more than \$1 billion — economies in places like [Dublin](#) and Warsaw are going to see seismic changes.

One other key for fans driving or flying to a show is a simple but often overlooked tip — embrace the experience. Just because you've forked over a small fortune for a wristband, that does not mean you're obligated to watch every act. Take breaks. Pace yourself. "This is a pleasure trip, not a work trip," Brown says. "Leave room for serendipity — eat, drink, shop and sleep as you wish."

And that's where posh properties such as Rhode Island's [Castle Hill Inn](#) come in. Sitting only an eight-minute drive from Fort Adams State Park, site of the beloved Newport Folk Festival (July 26 to 28) and Newport Jazz Festival (August 2 to 4), the Four-Star hotel has welcomed music fans to its property for decades. After concertgoers watch Hozier and Killer Mike's sets, they drop into places like the Terrace Bar and Mansion Bar because the venues keep the energy festive with craft cocktails and a local jazz trio that riffs well into the night.

"The city takes great pride in [being welcoming]," says Brian Young, Castle Hill Inn's managing director. "There is an influx of people over the course of the summertime. They're all here for a really wonderful reason. For the folk festival, a lot of people tend to bike in. They'll drop their cars at the outskirts of town and bike all the way in and just enjoy all that Newport has to offer."



The Newport Folk Festival is always a great time. DISCOVER NEWPORT