

DID THE TAYLOR SWIFT CONCERT CAUSE TRAFFIC CHAOS?



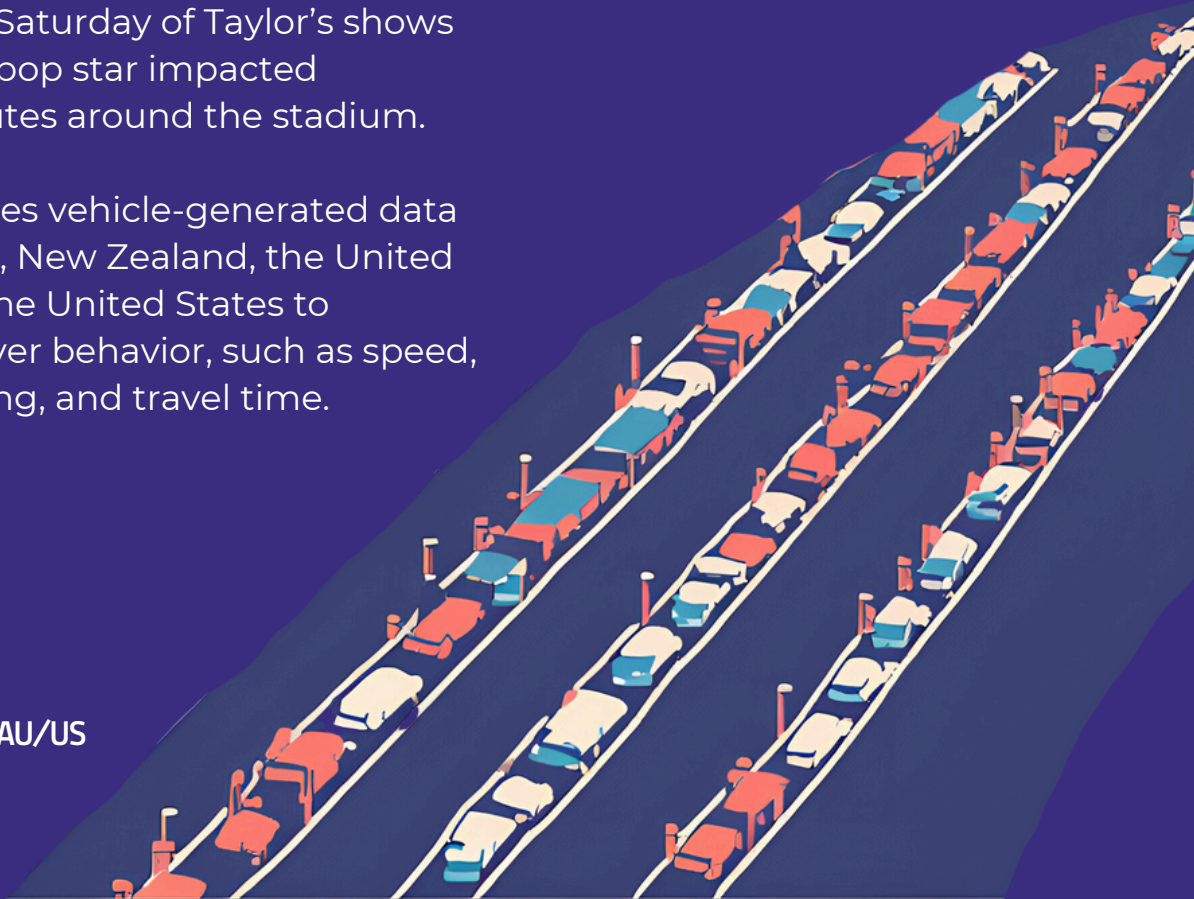
FREE CASE STUDY

How did Taylor Swift impact freight?

Taylor Swift performed at Miami's Hard Rock Stadium in October 2024, resulting in over 60,000 fans flocking to the stadium each night, **impacting Swifties and freight.**

We compared freight data from the Friday-Saturday before Taylor's concert and the Friday-Saturday of Taylor's shows to see how the pop star impacted commercial routes around the stadium.

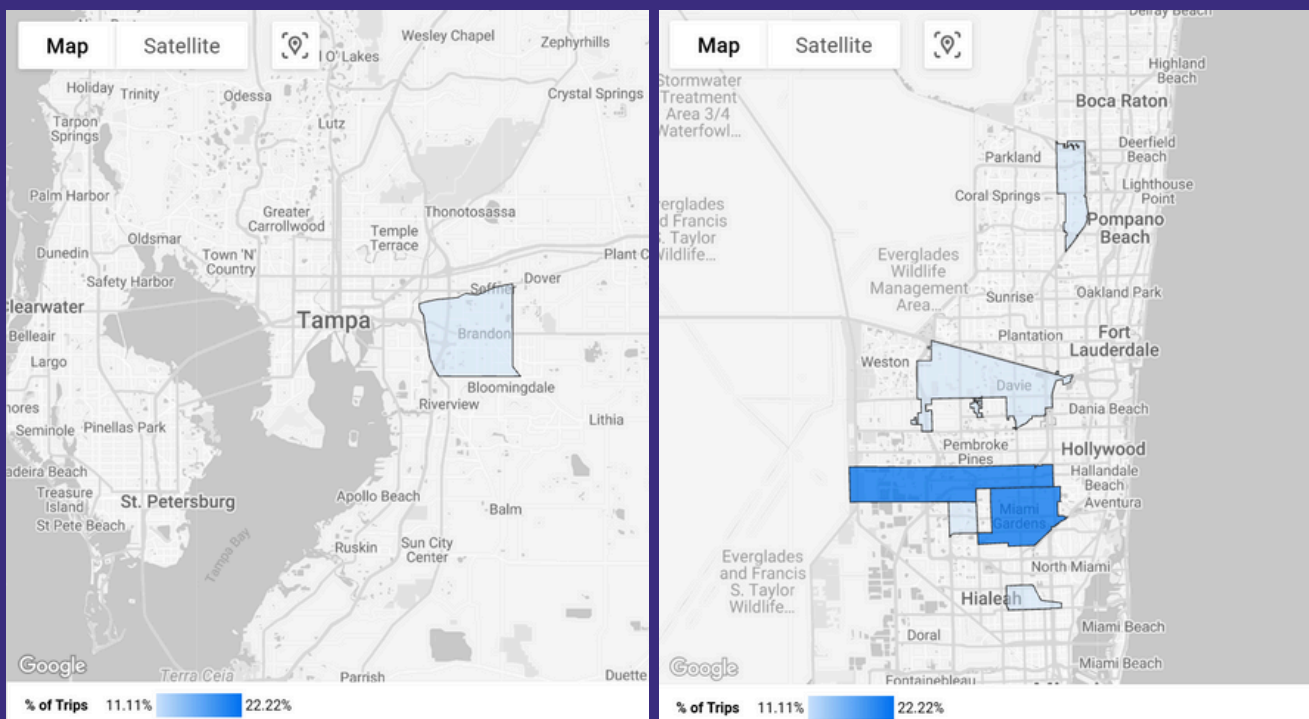
Compass IoT uses vehicle-generated data across Australia, New Zealand, the United Kingdom and the United States to understand driver behavior, such as speed, braking, swerving, and travel time.



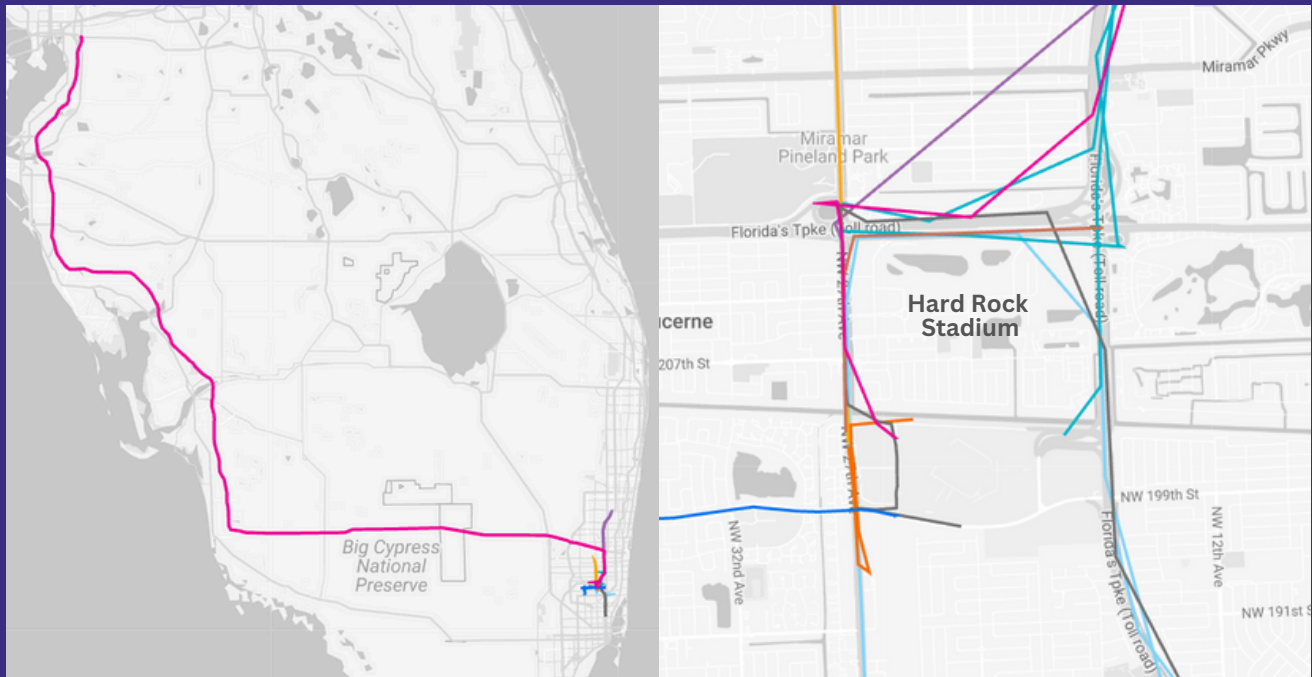
Origin-Destination: Freight Journeys

Compass' Data Science team created a dashboard identifying freight trips (e.g., HCV, LCV) during the days of Taylor's concert (18-20 June) that ended in and around Miami Hard Rock Stadium. These trip points can be filtered by Origin City, vehicle type, and the trip start and end hours.

As shown in the maps below, most trips to Hard Rock Stadium originated in Miami Gardens (22.22%) and Miramar (22.22%), while the furthest was Brandon (11.11%), over 4 hours away from the stadium.

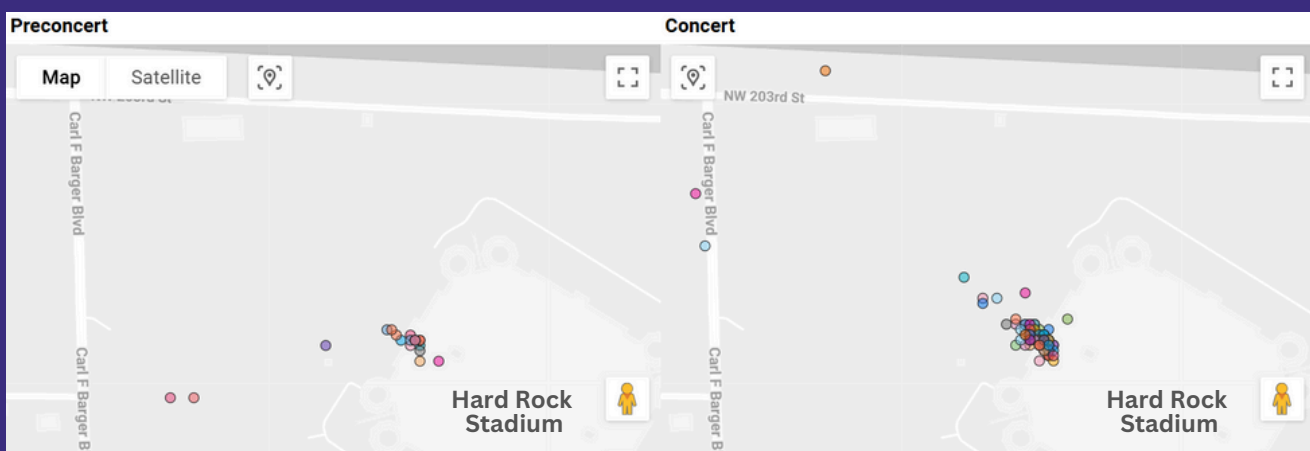


The above was further filtered to see some individual trips and paths drivers took to reach Hard Rock Stadium, indicating road usage in the place of detours and road closures (see next page). Note that the Turnpike 2X Ramp and Exit and NW 199th Street between NW 27th Avenue and NW 14th Court were partially closed during the concert days.



The above images show some of the individual trips made by freight. The left image captures the furthest trip made from Brandon, while the right image demonstrates the trips ending at the stadium during Taylor Swift's performances.

During Taylor Swift's performance, we also saw increased freight parked inside the venue (see below). These HCV and LCV had driven to the venue before the concert; however, they were still located in the venue at the time of the concert, possibly unpacking goods and equipment.



Travel Times show Delays

The dashboard also alludes to the delays freight drivers experienced traveling to and around Taylor Swift. The table below shows the average travel times for the top five Origin Cities.

Origin City	Date	% of Trips ⓘ ▾	Average Travel Time (min)
Miramar	Concert	22.22%	22
Miami Gardens	Concert	22.22%	25.5
Brandon	Concert	11.11%	255
Coconut Creek	Concert	11.11%	29
Country Club	Concert	11.11%	27

A trip from Miramar to Hard Rock Stadium typically takes roughly 15 minutes. The increase in average travel time to 22 minutes demonstrates the delays around Hard Rock Stadium due to the road closures at the Turnpike 2X Ramp and Exit and NW 199th Street between NW 27th Avenue and NW 14th Court.

A trip from Miami Garden to Hard Rock Stadium takes 5-8 minutes, but this journey took an additional 20 minutes during Taylor Swift's concert.

Let's look at average travel speeds alongside these delayed travel times. It shows that during the weekend of Taylor Swift's concert, the average speeds of vehicles were relatively low, averaging 6-13mph when traveling from Miramar and Miami Gardens.

Origin City	Date	% of Trips ⓘ ▾	Average Travel Time (min)	Average Travel Speed (mph) ⓘ ▾
Miramar	Concert	22.22%	22	13.06
Miami Gardens	Concert	22.22%	25.5	6.15
Brandon	Concert	11.11%	255	62.59
Coconut Creek	Concert	11.11%	29	19.46
Country Club	Concert	11.11%	27	14.17

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