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Taylor Swift, Beyoncé and Barbenheimer Are Expected to Add Billions to US Economy

Economists see “once-in-a-blue moon” boost from the concerts and movies supporting third-quarter growth.

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Taylor Swift, Beyoncé and “Barbenheimer” fever are giving a serious boost to the US economy.

The megastars’ tours and blockbuster films are expected to add up to \$8.5 billion to US growth in the third quarter, according to Bloomberg Economics. The nearly 50 US concerts the artists have scheduled could add \$5.4 billion to gross domestic product, while the films *Barbie* and *Oppenheimer* are projected to add about \$3.1 billion in consumer spending and exports from international ticket sales.