



# Lady Gaga "Get Out of Debt" Tour

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# Background

## Lady Gaga's Monster Ball Tour 'Makes \$4million Loss'

She's yet to make any profit...

January 06, 2010 by [Scott Colothan](#) | Photo by [WENN.com](#) / [Splash News](#)

Lady Gaga is losing money on her Monster Ball tour due to her extravagant sets.

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Expensive [outfits](#) and stage props, such as an alleged \$100,000 giant bathtub, are pushing the overheads up on the North American leg of the jaunt meaning the singer is yet to make any profit.



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More [Lady Gaga](#)

It's claimed that Gaga's self-proclaimed 'ostentatious' tour has lost almost \$4million so far and it may be some time before she's in the black.

A source said: "The gigs are losing money hand over fist because they've spent a fortune on pricey [costumes](#), technical equipment and elaborate set designs.

"She spent £500,000 on one stage alone. But [Lady GaGa](#) gets what Lady GaGa wants. Her wardrobe is huge and she wants to shock - and that costs serious money."

Click artist names for  
videos, photos and

[La Roux](#)

[Black Eyed Peas](#)

[50 Cent](#)





# Formulation

- **Decision Variables:**  
Binary decisions from each "source" city to each "destination" city
- **Objective:**
  - Maximize profit (total ticket revenue – total cost of travel and other expenses)
  - Minimize distance traveled



# Formulation

- Considerations:
  - Must visit at least 8 cities
  - Each source and destination city must be linked (no teleporting Lady Gaga!)



# World Tour



# Methodology

- Identified 13 most populated cities in the world:

| Rank | City           | Country     | Population |
|------|----------------|-------------|------------|
| 1    | Tokyo          | Japan       | 33,200,000 |
| 2    | New York Metro | USA         | 17,800,000 |
| 3    | Sao Paulo      | Brazil      | 17,700,000 |
| 4    | Seoul          | South Korea | 17,500,000 |
| 5    | Mexico City    | Mexico      | 17,400,000 |
| 6    | Osaka          | Japan       | 16,425,000 |
| 7    | Manila         | Philippines | 14,750,000 |
| 8    | Mumbai         | India       | 14,350,000 |
| 9    | Delhi          | India       | 14,300,000 |
| 10   | Jakarta        | Indonesia   | 14,250,000 |
| 11   | Lagos          | Nigeria     | 13,400,000 |
| 12   | Kolkata        | India       | 12,700,000 |
| 13   | Cairo          | Egypt       | 12,200,000 |

# Methodology

- Calculated distances between cities:

| DISTANCE       | Tokyo  | New York Metro | Sao Paulo | Seoul  | Mexico City | Osaka  | Manila | Mumbai | Delhi  | Jakarta | Lagos  | Kolkata | Cairo  |
|----------------|--------|----------------|-----------|--------|-------------|--------|--------|--------|--------|---------|--------|---------|--------|
| Tokyo          | 50,000 | 6,744          | 11,525    | 719    | 7,029       | 251    | 1,867  | 4,189  | 3,633  | 3,601   | 8,385  | 3,198   | 5,951  |
| New York Metro | 6,744  | 50,000         | 4,781     | 6,872  | 2,094       | 6,906  | 8,504  | 7,799  | 7,308  | 10,057  | 5,273  | 7,927   | 5,610  |
| Sao Paulo      | 11,525 | 4,781          | 50,000    | 11,408 | 4,744       | 10,648 | 10,868 | 8,564  | 8,974  | 9,722   | 3,961  | 9,595   | 6,356  |
| Seoul          | 719    | 6,872          | 11,408    | 50,000 | 7,496       | 515    | 1,631  | 3,484  | 2,915  | 3,293   | 7,715  | 2,513   | 5,278  |
| Mexico City    | 7,029  | 2,094          | 4,744     | 7,496  | 50,000      | 7,267  | 8,845  | 9,738  | 9,118  | 10,479  | 6,887  | 9,505   | 7,696  |
| Osaka          | 251    | 6,906          | 10,648    | 515    | 7,267       | 50,000 | 1,657  | 3,951  | 3,409  | 3,388   | 8,227  | 2,954   | 5,789  |
| Manila         | 1,867  | 8,504          | 10,868    | 1,631  | 8,845       | 1,657  | 50,000 | 3,192  | 2,959  | 1,734   | 7,930  | 2,204   | 5,709  |
| Mumbai         | 4,189  | 7,799          | 8,564     | 3,484  | 9,738       | 3,951  | 3,192  | 50,000 | 719    | 2,895   | 4,739  | 1,031   | 2,710  |
| Delhi          | 3,633  | 7,308          | 8,974     | 2,915  | 9,118       | 3,409  | 2,959  | 719    | 50,000 | 3,110   | 5,030  | 812     | 2,754  |
| Jakarta        | 3,601  | 10,057         | 9,722     | 3,293  | 10,479      | 3,388  | 1,734  | 2,895  | 3,110  | 50,000  | 7,190  | 2,345   | 5,584  |
| Lagos          | 8,385  | 5,273          | 3,961     | 7,715  | 6,887       | 8,227  | 7,930  | 4,739  | 5,030  | 7,190   | 50,000 | 5,733   | 2,437  |
| Kolkata        | 3,198  | 7,927          | 9,595     | 2,513  | 9,505       | 2,954  | 2,204  | 1,031  | 812    | 2,345   | 5,733  | 50,000  | 3,544  |
| Cairo          | 5,951  | 5,610          | 6,356     | 5,278  | 7,696       | 5,789  | 5,709  | 2,710  | 2,754  | 5,584   | 2,437  | 3,544   | 50,000 |



# Assumptions: Revenues

- Lady Gaga's popularity
  - Found large concert venue (e.g. MSG) to calculate % of population expected at each city and found .1%
  - Lady Gaga is 10x more popular in Japan (must be the hair) and 15x more popular in South America (she's as popular as soccer!!!)



# Assumptions: Revenues

- Lady Gaga will play one night in each city visited (except 4 nights in Tokyo and 3 nights in each South American city)
- Ticket prices: \$150 for developed countries (US, Japan, South Korea), \$100 in SA, and \$50 in developing nations



# Revenue Calculations

| Number | City           | Country     | City Population | # Attending | Ticket Price | Total Possible Revenue | # of Shows | Avg Attendance Per Night |
|--------|----------------|-------------|-----------------|-------------|--------------|------------------------|------------|--------------------------|
| 1      | Tokyo          | Japan       | 33,200,000      | 359,708     | \$ 150.00    | \$ 53,956,245          | 4          | 89,927                   |
| 2      | New York Metro | USA         | 17,800,000      | 19,286      | \$ 150.00    | \$ 2,892,835           | 1          | 19,286                   |
| 3      | Sao Paulo      | Brazil      | 17,700,000      | 287,658     | \$ 100.00    | \$ 28,765,829          | 3          | 95,886                   |
| 4      | Seoul          | South Korea | 17,500,000      | 18,961      | \$ 150.00    | \$ 2,844,079           | 1          | 18,961                   |
| 5      | Mexico City    | Mexico      | 17,400,000      | 282,783     | \$ 100.00    | \$ 28,278,273          | 3          | 94,261                   |
| 6      | Osaka          | Japan       | 16,425,000      | 177,958     | \$ 150.00    | \$ 26,693,715          | 1          | 177,958                  |
| 7      | Manila         | Philippines | 14,750,000      | 15,981      | \$ 50.00     | \$ 799,051             | 1          | 15,981                   |
| 8      | Mumbai         | India       | 14,350,000      | 15,548      | \$ 50.00     | \$ 777,382             | 1          | 15,548                   |
| 9      | Delhi          | India       | 14,300,000      | 15,493      | \$ 50.00     | \$ 774,673             | 1          | 15,493                   |
| 10     | Jakarta        | Indonesia   | 14,250,000      | 15,439      | \$ 50.00     | \$ 771,964             | 1          | 15,439                   |
| 11     | Lagos          | Nigeria     | 13,400,000      | 14,518      | \$ 50.00     | \$ 725,917             | 1          | 14,518                   |
| 12     | Kolkata        | India       | 12,700,000      | 13,760      | \$ 50.00     | \$ 687,996             | 1          | 13,760                   |
| 13     | Cairo          | Egypt       | 12,200,000      | 13,218      | \$ 50.00     | \$ 660,910             | 1          | 13,218                   |

- Average City Population: 16,613,462
- Average Attendance in Each City Over Duration: 96,178
- Total # of Shows: 20
- Average Attendance Per Night: 46,172

| Popularity Index in Brazil | % of Population Expected | Popularity Index in Japan | Avg Stadium Capacity |
|----------------------------|--------------------------|---------------------------|----------------------|
| 15                         | 0.0010835                | 10                        | 18,000               |



# Assumptions: Costs

- Lady Gaga has a private jet
- Total variable cost/mile traveled: \$3.00 per mile
- Tour can start in any of the major 13 cities





# Assumptions: Costs

- Fixed costs of the tour: \$45,800,000

## **Fixed Costs for Lady Gaga Concert Tour**

|   |                     |
|---|---------------------|
| Total Salary for Dancers, Staff, Stage Crew     | \$10,000,000        |
| Shipping the Set and Equipment Around the World | \$11,000,000        |
| Marketing & Promotion                           | \$13,000,000        |
| Costumes and Set Design                         | \$6,000,000         |
| Electronics, Tech, Special Effects              | \$4,000,000         |
| Hotel Costs for Gaga and Staff                  | \$1,000,000         |
| Food Costs for Gaga and Staff                   | \$500,000           |
| Miscellaneous                                   | \$300,000           |
| <b>Total</b>                                    | <b>\$45,800,000</b> |

# Constraints

- Tour cannot exceed 8 cities
- Each city must be a destination immediately before it's a departure point
- Decision variables must be binary

**Solver Parameters**

Set Target Cell:

Equal To: ☐ Max ☒ Min ☐ Value of:

By Changing Cells:

Subject to the Constraints:

- \$A\$18 = 8
- \$AB\$6 <= \$AB\$8
- \$B\$18 = \$O\$5
- \$B\$18:\$N\$18 <= \$B\$20:\$N\$20
- \$B\$5:\$N\$17 = integer
- \$C\$18 = \$O\$6

# The Model: Linear Solver

|    | A              | B     | C                           | D         | E     | F           | G     | H      | I      | J     | K       | L     | M       | N     | O | P | Q |
|----|----------------|-------|-----------------------------|-----------|-------|-------------|-------|--------|--------|-------|---------|-------|---------|-------|---|---|---|
| 1  | Total Distance | 11300 | =SUMPRODUCT(B5:N17,B24:N36) |           |       |             |       |        |        |       |         |       |         |       |   |   |   |
| 2  |                |       |                             |           |       |             |       |        |        |       |         |       |         |       |   |   |   |
| 3  |                |       |                             |           |       |             |       |        |        |       |         |       |         |       |   |   |   |
| 4  |                | Tokyo | New York                    | Sao Paulo | Seoul | Mexico City | Osaka | Manila | Mumbai | Delhi | Jakarta | Lagos | Kolkata | Cairo |   |   |   |
| 5  | Tokyo          | 0     | 0                           | 0         | 1     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 | 1 |   |
| 6  | New York       | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 | 1 |   |
| 7  | Sao Paulo      | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 | 1 |   |
| 8  | Seoul          | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 1       | 0     | 1 | 1 |   |
| 9  | Mexico City    | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 | 1 |   |
| 10 | Osaka          | 1     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 | 1 |   |
| 11 | Manila         | 0     | 0                           | 0         | 0     | 0           | 1     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 | 1 |   |
| 12 | Mumbai         | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 1       | 0     | 0       | 0     | 1 | 1 |   |
| 13 | Delhi          | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 1      | 0     | 0       | 0     | 0       | 0     | 1 | 1 |   |
| 14 | Jakarta        | 0     | 0                           | 0         | 0     | 0           | 0     | 1      | 0      | 0     | 0       | 0     | 0       | 0     | 1 | 1 |   |
| 15 | Lagos          | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 | 1 |   |
| 16 | Kolkata        | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 1     | 0       | 0     | 0       | 0     | 1 | 1 |   |
| 17 | Cairo          | 0     | 0                           | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 | 1 |   |
| 18 |                | 8     | 1                           | 0         | 0     | 1           | 0     | 1      | 1      | 1     | 1       | 0     | 1       | 0     | 8 |   |   |
| 19 | =SUM(B18:N18)  |       |                             |           |       |             |       |        |        |       |         |       |         |       |   |   |   |
| 20 |                | 1     | 1                           | 1         | 1     | 1           | 1     | 1      | 1      | 1     | 1       | 1     | 1       | 1     |   |   |   |

- Total Distance Travelled:  
11,300 miles
- Revenue Earned:  
\$87,305,105

| Cities       | Max Possible Revenue  | Revenue Earned       |
|--------------|-----------------------|----------------------|
| Tokyo        | \$ 53,956,245         | \$ 53,956,245        |
| New York     | \$ 2,892,835          | \$ =IF(B18=1,S5,0)   |
| Sao Paulo    | \$ 28,765,829         | \$ -                 |
| Seoul        | \$ 2,844,079          | \$ 2,844,079         |
| Mexico City  | \$ 28,278,273         | \$ -                 |
| Osaka        | \$ 26,693,715         | \$ 26,693,715        |
| Manila       | \$ 799,051            | \$ 799,051           |
| Mumbai       | \$ 777,382            | \$ 777,382           |
| Delhi        | \$ 774,673            | \$ 774,673           |
| Jakarta      | \$ 771,964            | \$ 771,964           |
| Lagos        | \$ 725,917            | \$ -                 |
| Kolkata      | \$ 687,996            | \$ 687,996           |
| Cairo        | \$ 660,910            | \$ -                 |
| <b>Total</b> | <b>\$ 148,628,869</b> | <b>\$ 87,305,105</b> |

# Minimize Distance/Cost: "Big Cost Trick"

| VARIABLE<br>COST PER<br>MILE<br>TRAVELED @<br>\$3/MILE |        |                   |              |        |                |        |        |        |        |         |        |         |        |
|--|--------|-------------------|--------------|--------|----------------|--------|--------|--------|--------|---------|--------|---------|--------|
|  | Tokyo  | New York<br>Metro | Sao<br>Paulo | Seoul  | Mexico<br>City | Osaka  | Manila | Mumbai | Delhi  | Jakarta | Lagos  | Kolkata | Cairo  |
| Tokyo  | 50,000 | 20,232            | 34,575       | 2,157  | 21,087         | 753    | 5,601  | 12,567 | 10,899 | 10,803  | 25,155 | 9,594   | 17,853 |
| New York Metro   | 20,232 | 50,000            | 14,343       | 20,616 | 6,282          | 20,718 | 25,512 | 23,397 | 21,924 | 30,171  | 15,819 | 23,781  | 16,830 |
| Sao Paulo  | 34,575 | 14,343            | 50,000       | 34,224 | 14,232         | 31,944 | 32,604 | 25,692 | 26,922 | 29,166  | 11,883 | 28,785  | 19,068 |
| Seoul  | 2,157  | 20,616            | 34,224       | 50,000 | 22,488         | 1,545  | 4,893  | 10,452 | 8,745  | 9,879   | 23,145 | 7,539   | 15,834 |
| Mexico City  | 21,087 | 6,282             | 14,232       | 22,488 | 50,000         | 21,801 | 26,535 | 29,214 | 27,354 | 31,437  | 20,661 | 28,515  | 23,088 |
| Osaka  | 753    | 20,718            | 31,944       | 1,545  | 21,801         | 50,000 | 4,971  | 11,853 | 10,227 | 10,164  | 24,681 | 8,862   | 17,367 |
| Manila   | 5,601  | 25,512            | 32,604       | 4,893  | 26,535         | 4,971  | 50,000 | 9,576  | 8,877  | 5,202   | 23,790 | 6,612   | 17,127 |
| Mumbai   | 12,567 | 23,397            | 25,692       | 10,452 | 29,214         | 11,853 | 9,576  | 50,000 | 2,157  | 8,685   | 14,217 | 3,093   | 8,130  |
| Delhi  | 10,899 | 21,924            | 26,922       | 8,745  | 27,354         | 10,227 | 8,877  | 2,157  | 50,000 | 9,330   | 15,090 | 2,436   | 8,262  |
| Jakarta  | 10,803 | 30,171            | 29,166       | 9,879  | 31,437         | 10,164 | 5,202  | 8,685  | 9,330  | 50,000  | 21,570 | 7,035   | 16,752 |
| Lagos  | 25,155 | 15,819            | 11,883       | 23,145 | 20,661         | 24,681 | 23,790 | 14,217 | 15,090 | 21,570  | 50,000 | 17,199  | 7,311  |
| Kolkata  | 9,594  | 23,781            | 28,785       | 7,539  | 28,515         | 8,862  | 6,612  | 3,093  | 2,436  | 7,035   | 17,199 | 50,000  | 10,632 |
| Cairo  | 17,853 | 16,830            | 19,068       | 15,834 | 23,088         | 17,367 | 17,127 | 8,130  | 8,262  | 16,752  | 7,311  | 10,632  | 50,000 |



# Dynamic Problem: Sub-Tours (Bad Romance?)

## Sub-Tour 1

Osaka to Tokyo  
Tokyo to Seoul  
Seoul to Osaka

## Sub-Tour 2

Jakarta to Manila  
Manila to Jakarta

## Sub-Tour 3

Mumbai to Delhi  
Delhi to Kolkata  
Kolkata to Mumbai



# Eliminating Sub-Tours

- Limit number of combinations to and from cities to eliminate sub-tours

|    | A              | B     | C        | D         | E     | F           | G     | H      | I      | J     | K       | L     | M       | N     | O |
|----|----------------|-------|----------|-----------|-------|-------------|-------|--------|--------|-------|---------|-------|---------|-------|---|
| 1  | Total Distance | 11300 |          |           |       |             |       |        |        |       |         |       |         |       |   |
| 2  |                |       |          |           |       |             |       |        |        |       |         |       |         |       |   |
| 3  |                |       |          |           |       |             |       |        |        |       |         |       |         |       |   |
| 4  |                | Tokyo | New York | Sao Paulo | Seoul | Mexico City | Osaka | Manila | Mumbai | Delhi | Jakarta | Lagos | Kolkata | Cairo |   |
| 5  | Tokyo          | 0     | 0        | 0         | 1     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 6  | New York       | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 |
| 7  | Sao Paulo      | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 |
| 8  | Seoul          | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 1       | 0     | 1 |
| 9  | Mexico City    | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 0 |
| 10 | Osaka          | 1     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 11 | Manila         | 0     | 0        | 0         | 0     | 0           | 1     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 12 | Mumbai         | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 13 | Delhi          | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 14 | Jakarta        | 0     | 0        | 0         | 0     | 0           | 0     | 1      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 15 | Lagos          | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 16 | Kolkata        | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 17 | Cairo          | 0     | 0        | 0         | 0     | 0           | 0     | 0      | 0      | 0     | 0       | 0     | 0       | 0     | 1 |
| 18 |                | 8     | 1        | 0         | 0     | 1           | 0     | 1      | 1      |       |         |       |         |       |   |

| CONSTRAINTS |          |          |           |          |          |
|-------------|----------|----------|-----------|----------|----------|
| 1st Loop    | 2nd Loop | 3rd Loop | 4th Loop  | 5th Loop | 6th Loop |
|             | Mumbai   | Osaka    |           |          |          |
| Jakarta     | Delhi    | Tokyo    | Osaka     | NY       | Mumbai   |
| Manila      | Kolkata  | Seoul    | Tokyo     | Mexico   | Delhi    |
| 1           | 2        | 2        | 1         | 0        | 1        |
| 1           | 2        | 2        | 1         | 1        | 1        |
|             |          |          |           |          |          |
|             |          |          |           |          |          |
| 7th Loop    | 8th Loop | 9th Loop | 10th Loop |          |          |
|             | Tokyo    |          |           |          |          |
|             | Osaka    |          |           |          |          |
| Jakarta     | Manila   | Delhi    | Cairo     |          |          |
| Kolkata     | Seoul    | Kolkata  | Lagos     |          |          |
| 0           | 3        | 1        | 0         |          |          |
| 1           | 3        | 1        | 1         |          |          |

$$=G5+H10+E11+B8+E5+H8+G11+B10+H5+G8+E10+B11$$

# Dynamic Problem: Solution (7<sup>th</sup> Iteration)

## Solution

Tokyo to Seoul  
Seoul to Kolkata  
Kolkata to Delhi  
Delhi to Mumbai  
Mumbai to Jakarta  
Jakarta to Manila  
Manila to Osaka  
Osaka to Tokyo



# Lady Gaga's Revenue Lands Her in Top Grossing Tours of All-Time

| Rank | Band               | Tour                        | Dates       | Inf Adj Gross       | Shows     | Gross/Concert      |
|------|--------------------|-----------------------------|-------------|---------------------|-----------|--------------------|
| 1    | U2                 | U2 360° Tour                | 2009–2010   | \$316,199,229       | 44        | \$7,186,346        |
| 2    | Madonna            | Sticky & Sweet Tour         | 2008–2009   | \$413,681,040       | 85        | \$4,866,836        |
| 3    | <b>Lady Gaga</b>   | <b>Get Out of Debt Tour</b> | <b>2010</b> | <b>\$87,305,105</b> | <b>20</b> | <b>\$4,365,255</b> |
| 4    | The Rolling Stones | A Bigger Bang Tour          | 2005–2007   | \$608,316,662       | 144       | \$4,224,421        |
| 5    | The Rolling Stones | Voodoo Lounge Tour          | 1994–1995   | \$456,762,322       | 129       | \$3,540,793        |
| 6    | Madonna            | Confessions Tour            | 2006        | \$210,276,715       | 60        | \$3,504,612        |
| 7    | U2                 | Vertigo Tour                | 2005–2006   | \$420,003,977       | 131       | \$3,206,137        |
| 8    | The Rolling Stones | Licks Tour                  | 2002–2003   | \$354,773,140       | 117       | \$3,032,249        |
| 9    | Paul McCartney     | Driving Tour[b]             | 2002        | \$152,499,555       | 55        | \$2,772,719        |
| 10   | Michael Jackson    | HIStory World Tour          | 1996–1997   | \$221,581,947       | 82        | \$2,702,219        |
| 11   | Madonna            | Re-Invention World Tour     | 2004        | \$143,739,927       | 56        | \$2,566,784        |
| 12   | U2                 | PopMart Tour                | 1997–1998   | \$229,090,209       | 93        | \$2,463,336        |
| 13   | Bruce Springsteen  | Magic Tour                  | 2007–2008   | \$237,625,698       | 100       | \$2,376,257        |
| 14   | The Police         | The Police Reunion Tour     | 2007–2008   | \$362,834,890       | 156       | \$2,325,865        |
| 15   | Bruce Springsteen  | The Rising Tour             | 2002–2003   | \$261,940,835       | 120       | \$2,182,840        |

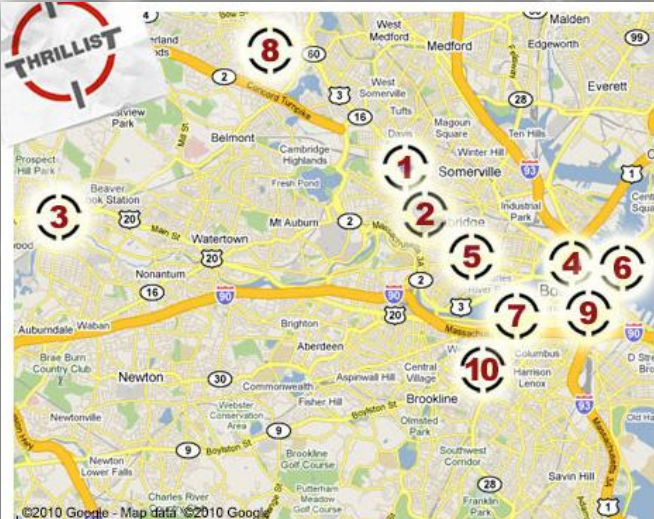


# Improving the Model

- Use New York as a starting point  
(We still can't teleport Lady Gaga)
- More information on attendance levels
- Input additional costs (food, hotels, etc.)
- Account for exchange rates

# Real World Applications


- Routes for business travel
  - Sales rep
  - Management consultants
  - Regional managers
- Post-graduation travel plans
- Bar crawls
- Running errands
- Sightseeing within a city



A map of Boston, Massachusetts, with 10 numbered locations marked for a bar crawl. The locations are: 1. Temple Bar, 2. Grafton Street, 3. The Skellig, 4. Kinsale, 5. Asgard, 6. Mr. Dooleys, 7. McGreevys, 8. Lir, 9. The Times, and 10. Symphony 8. The map shows major roads and landmarks. A red circular logo with the word 'THRILLIST' is in the top left corner.

**Bushmills Irish Whiskey St. Patrick's Day Guide, March 17th**

1. **Temple Bar** - 1688 Massachusetts Avenue
2. **Grafton Street** - 1230 Massachusetts Ave
3. **The Skellig** - 240 Moody Street
4. **Kinsale** - 2 Center Plaza
5. **Asgard** - 350 Massachusetts Ave
6. **Mr. Dooleys** - 77 Broad Street
7. **McGreevys** - 911 Boylston Street
8. **Lir** - 903 Boylston Street
9. **The Times** - 112 Broad Street
10. **Symphony 8** - 8 Westland Avenue



**BUSHMILLS**  
IRISH WHISKEY

Questions?



Poker Face.