With their boyish charm and **bubblegum beats** (“泡泡糖”音乐是一种朗朗上口的流行音乐), the members of Chinese pop group TFBoys are driving the popularity of Xi’an, Shaanxi province, they held a concert to mark the band’s 10th anniversary.

As a **legion** of (大批的（人）) fans flocked to the Xi’an Olympic Sports Center to hear Wang Junkai, Wang Yuan and Yi Yangqianxi croon onstage, **revenue** (收入) from concert ticket sales reached 35.76 million yuan ($4.96 million), which in turn drove the city’s tourism revenue to 416 million yuan. From Sunday through Monday, the number of online bookings for travel to Xi’an saw a surge of 738 percent.  
 The TFBoys was founded in 2013. As one of the first Chinese homegrown boy bands to reach and sustain global popularity, TFBoys (call) a cultural phenomenon, and the group’s concerts anywhere are powerful crowd magnets.

“I like to watch my favorite band’s tours in other cities. Each time, the experience is unique because the songs are a bit different and they share onstage their feelings about the hosting city,” said Wu Ying, 26, from Shanghai. The steady influx of (devote) fans to Xi’an prompted the trio to make an online **plea** (恳请), urging supporters to abstain from gatherings and activities at venues, hotels and other locations, and be mindful of the city’s capacity.  
 Xi’an authorities, on their part, concentrated on measures such as strengthening security, **prolonging** (延长) public transportation operating hours and releasing official guidelines for fans.  
 Qiao Chengwei, business manager of travel portal Tuniu, attributed the rush partly the strategic approach of Xi’an culture and tourism authorities.

“Xi’an has always been one of the most popular inter-provincial travel destinations. Family trips and study tours during this summer vacation is leading to a huge demand for high-speed train tickets and museum (admit),” he said.  
 Feng Rao, dean of the tourism research academy at travel services and social networking platform Mafengwo, said, “Concerts not only bring economic benefits to tourism, but more importantly, they enhance the hosting city’s popularity and showcase its (unique) and charm.” For first-tier and second-tier cities, larger and higher-quality concerts attract more audiences, drive consumption and increase tourism appeal.  
 For smaller cities, it is ideal to balance scale and quality. When it is challenging to support large concerts, lower-cost music festivals are better choice, he said.

Song Changyao, head of the tourism management department at Beijing International Studies University, said: “Concerts and music festivals bring tourists to the hosting city, especially overnight tourists, which contributes to the overall tourism revenue.” Song, however, pointed out that such big-ticket events put extra pressure on a city’s normal operations. “It is necessary to make **provisional** (临时的) arrangements and emergency plans, focusing on crowd management, traffic routes, emergency (evacuate) and price stabilization during such events,” he said. “ (compare) with traditional sightseeing, such events represent a form of fan economy, creating emotional connections for fans and visitors. These events provide young people memories, emotional resonance or stress relief, reflecting the diverse, personalized and emotion-driven trends in tourism demand,” he added.