

To what extent can holding concerts promote the development of local economy?

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Abstract:

The purpose of this paper is to investigate the extent to which organizing concerts contributes to the local economy. The study adopts a combination of literature research and questionnaire survey. The literature study combed the concepts and industry data related to concert economy and pointed out the research gaps; the questionnaire collected information from different consumers through 16 questions and 101 valid questionnaires were collected. The results show that concerts promote economic development in many ways, such as directly bringing tickets and peripheral consumption, creating temporary and long-term jobs, driving the development of transport, accommodation, catering and other industries, attracting tourists to promote tourism and related consumption, and the majority of respondents are willing to spend money on concerts and related trips, and are also willing to learn about the local cultural attractions, and 86.14% of the people said that they would pay more attention to the host city after learning about it. The conclusion is that concerts can help cities' economic growth, but hosting them faces many challenges, including logistics management, safety, and environmental issues, and cities need rational planning, community participation, and sustainable development to realize their economic and cultural value.

Keywords: Economic, Concert, Tourism, City development

Introduction

In recent years, the economic impact of organizing concerts and music festivals on cities has become a growing concern for urban planners and economic developers topic. With the global live music industry at an all-time high, the potential for local economies to capitalise on this trend is enormous. According

to the data monitoring of the ticketing information collection platform of the China Performing Arts Industry Association, and combined with the comprehensive estimation of industry research, the overall economic scale of the national performing arts market in 2023 will be RMB 73.994 billion, an increase of 29.30% year-on-year compared with that of 2019, reaching a new historical high (Shao, 2024). The

potential for local economies to capitalise on this trend is immense. As an emerging industry, relevant research is still relatively small so there is still a gap in this kind of research. Concerts not only provide entertainment, but also stimulate the local economy through direct spending on tickets, merchandise, and related services. This paper explores the many ways in which concerts the multifaceted economic benefits that concerts bring to cities, from direct financial injections to broader impacts on tourism and local business ecosystems. Through a combination of empirical evidence and case studies. The study will also collect information on public attitudes towards concerts. How much they are willing to spend on the concert economy and whether it makes the city more famous to some extent. It is expected that this study that the results of the study can inform whether cities should increase their economy by organizing concerts.

Literature review

2.1 The direct impact of Concert Economy

The popular definition of the concert economy refers to the income related to tickets, transportation, accommodation, and food generated by concerts (He, 2023).

The distribution of concert ticket income usually involves multiple participants, including singers, venue ticketing, and concert organizers. In China, concert ticket income usually needs to pay relevant taxes. According to a report by Titanium Media · Titanium Graphics News in June 2023, taking the distribution of concert ticket revenue in the United States as an example, the expenditure part includes venue expenses such as venue rental, electricity, stage setup, and food, accounting for about 34.2%, as well as 10% of the ticketing platform handling fee and government taxes, composer royalties, etc. that need to be paid. However, the specific tax proportion in China may vary due to various factors.

When a city holds a concert, it brings a lot of direct revenue to the local economy. Especially after the end of the epidemic in China, the concert industry is gradually recovering. In July 2023, the “Measures on Restoring and Expanding Consumption” released by the National Development and Reform Commission clearly pointed out that “enrich cultural and tourism consumption and promote cultural, entertainment, sports, and exhibition consumption”. People in the industry believe that this means that at the national policy level, it also supports various places to carry out more performance activities to promote cultural and entertainment consumption (Shao, 2024). This shows that the country will support concert and other cultural and entertainment activities to a certain extent because these activities have positive effects such as cultural ex-

change and dissemination. The performance market has entered the peak season, and in addition to the “hard-to-find” performance venues, the “hard-to-get” concert tickets have also become the norm.

The “Briefing on the National Performance Market in the First Half of 2023” released by the China Association of Performing Arts shows that in the first half of 2023, the number of national commercial performances (excluding performances in entertainment venues) was 193,300, an increase of 400.86% compared with the previous year; the box office revenue was 16.793 billion yuan, an increase of 673.49% compared with the previous year; the number of audience was 62.2366 million, an increase of more than 10 times compared with the previous year. Taking the “2023 Jay Chou Tianjin Concert” as an example, its ticket price ranges from 500 yuan to 2000 yuan. On the day of ticket sales on July 18, the tickets were “sold out in seconds” (Ning, 2023). The leverage effect of concerts and music festivals driving cultural and tourism consumption is becoming increasingly prominent. Taking Jay Chou’s 2023 Carnival World Tour Concert · Haikou Station as an example, the concert attracted 154,600 tourists to Haikou in four days, achieving a tourism income of 976 million yuan. The 976 million yuan is three times the tourism income of Haikou during the Dragon Boat Festival holiday, and even about 100 million yuan higher than the tourism income of Haikou during the “May Day” holiday (Li, 2023). Therefore, participants contribute to the economy in various ways, including buying tickets, and the ticket price varies greatly depending on the scale of the event and the popularity of the performer. In addition to the admission fee, people attending concerts often make other expenditures, which benefits various local enterprises.

2.2 Employment Impact during Concerts

Holding concerts contributes to the local economy by creating employment opportunities in many ways, through temporary and permanent jobs. In the short term, concerts require a large amount of labor for the setup, operation, and dismantling of the event. This includes roles such as security personnel, ticketing agents, stage crew, sound and lighting technicians, and suppliers. Although these positions are temporary, they provide valuable income and work experience for local residents. According to statistics, during the 2021 Hua Chenyu Mars Concert, the total stage construction time was more than 650 hours, with more than 150 people participating in the construction work every day, and a total of more than 8,300 additional security personnel and 300 volunteers per day (Hua Chenyu Studio, 2021). Recently, Joker Xue held three consecutive concerts in Hengyang, which once made it

to the hot search. To successfully hold this concert, the Hengyang police arranged more than 2,800 police officers to engage in security work every day, the bus group opened 12 temporary bus lines, and arranged 360 buses (including 60 spare vehicles) every day to provide convenient transportation services for the audience, and relevant departments organized the three major operators to ensure communication support (Wang, 2023). These prove that the number of jobs in different positions has increased before and during the concert, providing employment in the short term.

2.3 Transportation, Accommodation, and Catering Affected by Concerts

In addition, the economic impact of these events on local food and relevant industries is also obvious, as they receive more sales from local and visiting participants. Food trucks, local restaurants, and bars near the event venue usually see a surge in the number of customers during concerts. This highlights the direct economic benefits of concerts for nearby businesses. In May 2023, during the Mayday Bird's Nest Concert at the Bird's Nest, the accommodation reservation volume in the whole city of Beijing increased by about 300% compared to the same period in 2019 (Shao, 2024). Among them, the accommodation reservation volume within 5 kilometers around the Bird's Nest increased by 2400%. Taking Hangzhou as an example, in just March to April this year, Hangzhou was filled with many heavyweight concerts such as Jay Chou, JJ Lin, Jonathan Lee, Sodagreen, and Accusefive. The Hilton Hampton Hotel directly facing the Hangzhou Olympic Sports Center, the price of the advanced river-view king-size bed room, which usually costs 500 to 600 yuan per night, has soared several times during Jay Chou's concert from April 18 to 21. (Shao, 2024) The audience who set off the concert craze has brought huge economic vitality. The reporter found in the Ctrip Travel App that many popular hotels around the Tianjin Olympic Center are already fully booked. A front desk staff member of a chain hotel told the reporter that the daily price of the hotel room is between 300 yuan and 500 yuan. According to the recent situation, the order volume from September 7 to September 10 has increased. She expects that the order volume will increase significantly in the days approaching the concert (Ning, 2023). This is influenced by Jay's concerts. In addition, the ripple effect of expenditures related to concerts can be observed in the hotel industry, where the demand for hotels and accommodation services increases for participants from outside the area. This not only increases the occupancy rate but also allows for higher prices to be charged during major events, contributing

significantly to the income of the industry. The "concert + tourism" consumption model drives a chain of industries such as transportation, hotels, catering, and more.

2.4 Development of Tourism and Other Industries

The impact of concerts on tourism and local business is very direct and effective. Major music events are often the key to attracting tourists, attracting visitors from outside the local area, and sometimes even from international destinations. "I am from Malaysia and only learned about Yantai because of this concert. The people here are very enthusiastic, and the scenery is also very beautiful." (Wang, 2024). This is what a Hua Chenyu fan from Malaysia said after learning about the Chinese city of Yantai for the first time through this concert. These tourists not only contribute to the local economy through direct expenditures related to the event but also by exploring other local attractions and shopping in retail establishments. Because of music, because of a perfect sunrise, because tens of thousands of people did something crazy and romantic together, in this "May Day" holiday, 130,000 fans left their youth memories in Yantai, and more people felt the enthusiasm, tolerance, romance, and vitality of this city. On May 3, the five block scenic areas of Chaoyang Street, Suochengli, Yantai Mountain, Dongpaotai, and Zhifu Bay Square achieved a sales volume of about 1.79 million yuan, with a cumulative sales volume of 4.56 million yuan. On May 4, the five block scenic areas received a total of 216,000 tourists, with a cumulative reception of 1.08 million tourists. Both have increased significantly compared to the same period. The number of tourists received in Longkou Nanshan, Penglai Pavilion, Changdao, and other places has further increased on the basis of the hot situation last year. (Wang&Zhang, 2024) This has made Yantai rank in the top ten in travel apps, creating new possibilities for Yantai once again. Therefore, the development of tourism is mainly reflected in the large number of tourists that can be brought to the city through concerts, the large increase in the number of people in a short period of time and the large number of people that can bring a lot of income to the city through a number of consumer behaviours.

Research Methodology

Overview

This paper uses a combination of primary and secondary research methods. Firstly, through secondary research, the authors conducted a background study by looking at the

benefits that concerts can bring directly and indirectly and the impact on the city's popularity as well as the existing literature. By reading the existing relevant literature, formulating their own hypotheses while referring to others' viewpoints and conducting research and testing, secondary research resources can provide relevant theoretical knowledge and basis. Secondly, the authors have adopted a primary research approach by designing a questionnaire that focuses on whether the relevant public is willing to spend their money and energy to go to concerts and whether they will pay more attention to the city in the future.

Literature research

The authors first conceptualised the primary research approach and then read a large amount of literature on the Knowledge Network. And collected data from local official public websites including local news. The literature was also evaluated by its timeliness, relevance, authority, accuracy, and purpose, and the literature was sorted out and analysed to summarise the author's analysis of the data related to the music market that rebounded after the epidemic. And found some shortcomings in the literature such as the lack of analysis of the employment opportunities brought by concerts, then put forward their own views in the study and add to the views of others to lay the foundation for future research.

Questionnaire Research

This study adopts the questionnaire survey method to obtain first-hand research data through the data collection of consumer feedback about the price they are willing to pay for a concert is already a concern for the city in question, which provides a real and reliable basis for the research content.

Design

The authors designed a 16-question questionnaire through Questionnaire Star software, which is mainly divided into multiple choice and fill-in-the-blank questions. All questionnaires are anonymous and consumers' personal information will be kept strictly confidential. The length of time to answer the questionnaire was approximately 3 minutes, and the participants were consumers from different ages and regions. The authors posted the questionnaire on social media on the 24th of January and a total of 101 questionnaires have been collected so far, it is one of the more impressive questions, the first three of which are about the consumer's basic personal information, which will not be disclosed to the public. Questions 3-10 of the questionnaire focus on consumer attitudes towards concerts, such

as the price of a concert ticket that consumers are willing to purchase. Questions 14-16 focused on whether consumers were interested in bringing awareness to the local area through concerts, for example, whether consumers would be willing to spend time during a concert to learn about the local culture and attractions, as well as to pay more attention to the city in the future.

If you learn about the local attractions and culture during the concert, will you pay more attention to this city in the future?

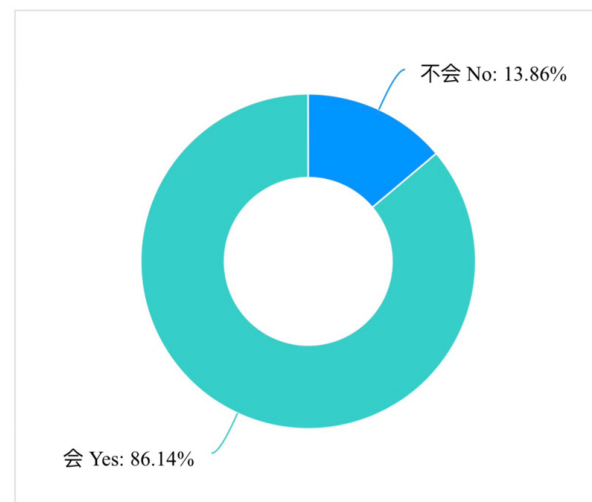


Figure1 Q16 If you learn about the local attractions and culture during the concert, will you pay more attention to this city in the future?

Discussion

Section 1: Economic Benefits of Concerts

Sub-section 1.1: Direct Expenditure

When a city hosts a concert, it generates considerable direct spending for the local economy. So the direct beneficiaries are local venues, including the government, because there's a portion of the tax revenue. While participants contribute to the economy in a number of ways, including the purchase of tickets, ticket prices vary widely depending on the size of the show and the popularity of the performers. In addition to admission fees, concert-goers often make other expenditures that benefit various local businesses. This includes buying t-shirts, hats and other memorabilia to commemorate their experiences. In addition, the economic impact of these events on local food and beverage vendors is evident, as they host local and visiting attendees and generate more sales from them. The number of patrons at food carts, local restaur-

rants and bars near the venue usually booms during the concert. Not only does this increase occupancy rates, it also allows for higher prices to be charged during major events, thereby increasing revenue for the industry. Yantai Hill 2024 Spring Festival holiday, Yantai Hill received 179.2 thousand passengers. Three days before the “May Day” holiday, Yantai received 500 thousand tourists in total, according to the Taiwan Strait Network reported in May 2024. Zhifu Bay Square 2024 “51” small holiday two days ago, according to the Yantai Municipal People’s Government reported in May 2024, Zhifu Bay Square has received nearly 100 thousand visitors, the project within two days of the cumulative sales of nearly one million yuan, an increase of 20% over the same period. (Yantai.com, 2024) According to official data, the number of people brought to Yantai during the Huachen Yu concert is far more than the number of tourists received during the Spring Festival. Sales during the concert also increased significantly. Question 10 in my questionnaire shows that more than 52% of people are willing to buy a concert ticket that costs more than 1000 RMB. So the direct benefit of the concert is that the venue where the concert is held can get considerable income by renting out the venue. At the same time, the surrounding hotels, catering, transportation and other industries will also benefit from the arrival of a large number of visitors and promote the development of the local economy.

Sub-section 1.2: Job Creation

Job creation through hosting concerts is multifaceted and contributes to the local economy through temporary and long-term employment. It contributes to the local economy mainly through temporary and long-term employment and will mainly increase the number of people involved in the development of concert venues. In the short term, for example, concerts require a lot of labor to set up, operate and dismantle the event. This includes security personnel, ticket sellers, stage crews, sound and lighting technicians and vendors, among others. These positions, while temporary, provide valuable income and work experience for local residents. Taylor Swift’s “Red Tour”: On her world tour, she drew huge crowds and fans in every city she visited. The concert not only created temporary jobs on the day of the performance (such as security, ticketing, venue management, etc.), but also led to the development of the hotel, catering, transportation and other industries. For example, many hotels employ temporary staff to cope with the large number of visitors during concerts, and restaurants increase the number of attendants and backstage staff (Zhang, 2014). On a longer-term basis, regular concerts can lead to long-term employment opportunities in the planning and management of events, as well as in businesses that benefit from increased tourism and local

spending associated with these events. Venues in particular could hire more full-time staff to manage the increased workload, including marketing, customer service and maintenance. The economic impact of job creation is not limited to individuals directly employed by the music industry. Increased employment leads to increased disposable income within communities, which in turn promotes further consumption and economic activity. This cyclical process highlights the important role of concerts in stimulating the local economy. The government can increase the introduction of high-level talents in the field of performance operation. On the other hand, it can enhance the excellent labour force to attract more stars to hold concerts locally with effective management and high quality services, including the management of the rhythm of the concerts, ticketing management, and the management of the order of the audience (He, 2023). And most of the work is sustainable development, such as ticketing staff responsible for ticket inquiries, reservations, ticketing and related advisory services. As the concert market continues to boom, the demand for tickets will be there for a long time. And by accumulating experience and customer resources, ticketing staff can be promoted to ticket supervisor or manager, responsible for more complex ticketing management and team leadership. And social media operation is responsible for the promotion of concerts on social media platforms, fan interaction and so on. Social media is an important channel for concert promotion. People who are familiar with social media operation laws and fan psychology can effectively increase the online popularity and topicality of concerts. In the future, they can focus on social media operations in the entertainment industry or provide social media marketing services for other fields. But there are also some jobs that are not sustainable, such as stage builders and setters who are responsible for setting up the stage, installing lighting and sound equipment, and setting up stage props. This work is usually carried out in the lead-up to the concert and requires a lot of physical and technical work to be done in a short time. Sanya Dragon New Year’s Eve Concert held on the night of 3 February 2024, on 1 February when the main stage construction work has entered the finishing stage, only a few days to basically complete the stage construction overall construction speed is relatively fast, workers in a short period of time for the audience to present a high-quality performance stage (Sanya Daily News, 2024). However, after a concert, the next build may take a long time, and the discontinuity of work makes it difficult to form a stable career path. And with the continuous progress of science and technology, stage construction and layout may become more and more specialized and mechanized, and the need for manual labor may gradually decrease.

Sub-section 1.3: Tourism and local businesses

The impact of concerts on tourism and local business is very direct and effective. Important music events are often key to attracting visitors from outside the local area and sometimes to international destinations. In my questionnaire, one of the questions is what is the highest concert ticket price you are willing to pay for your favorite star? The survey showed that 52% of people are willing to spend more than 1,000 yuan on concert tickets, which will be a substantial direct income. And in question 16, if you learned about the local attractions and culture during the concert, would you pay more attention to the city in the future? 87% said they would pay more attention to the city in the future. From the scene of the fire in Yantai to the Internet, Hua Chenyu concert video occupied weibo, Xiaohongshu and other platforms of hot search, many fans did not come to the scene said: "Yantai is great, make me want to go to see, what is Yantai in the end." (Xiao Dan, 2024) So the drainage effect will continue, and the hit concert can attract a large number of fans from out of town to the venue, and these fans are themselves potential tourists. Even if some fans only come to see the concert and stay for a short time, they will still generate a certain amount of consumption in the local area, and they may come back to visit again after experiencing the local environment and services. Therefore, some fans have a good impression of the host city because of the concert, and may choose the city as a leisure travel destination later. These visitors contribute to the local economy not only through direct activity-related spending, but also by exploring other local attractions, dining at restaurants and shopping at retail stores.

Section 2: The problems encountered in holding a concert.

Sub-section 2.1: Challenge and cost

While the benefits of hosting concerts are enormous, cities must also contend with challenges and costs. Managing the logistics of a large event, including traffic, safety and noise management, can be daunting and requires careful planning and resource allocation. The direct costs associated with organising a concert, such as venue preparation, staffing and marketing, can also be significant. At concert venues, the large number of spectators and the crowdedness of the crowd may give rise to a number of safety hazards. For example, when entering or dispersing a concert venue, stampedes may easily occur due to narrow passageways and crowdedness. There have been concerts where, due to poor maintenance of order at the venue, chaos occurred during the entrance of the audience, resulting in injuries to some of the audience. In addition, if

there are problems with the stability of the stage construction and the provision of on-site fire-fighting facilities, it will also pose serious safety risks. For example, during the construction of the stage of Chinese singer Zhang Jie's concert, the construction company did not strictly follow the safety standards in order to catch up with the progress, and part of the stage structure loosened during the performance, which led to the singer's fall, but fortunately, emergency treatment was carried out in time, so that it did not cause serious consequences (Zhang, 2022).

In addition, the potential disruption to local communities and the environment cannot be ignored. The route from Taiyuan Airport to the Shanxi Sports Center Stadium for Jay Chou's 2023 concert is extremely congested due to the time of ticket check-in. Evergrande City is less than 5km away from the concert venue, but it takes nearly 50 minutes to drive due to the traffic jam (Zhou, 2023). Concerts can lead to congestion, strain on public services and environmental impacts such as litter and noise pollution. On June 18, in Zhengzhou, Henan Province, people spit Zhang Jie concert, the ground everywhere garbage. Some of the audience to see the concert casually drank milk tea cups, beverage bottles thrown on the ground. There are finished snacks in plastic packaging bags, randomly abandoned on the side of the road (Channel Network, 2023). Addressing these challenges requires a balanced approach that takes into account the needs and concerns of all stakeholders, including neighbourhoods, businesses and environmental groups. Effective management strategies can mitigate many of these challenges. For example, cities can implement comprehensive traffic and safety plans, engage in community consultation processes, and adopt sustainable event practices to minimise environmental impacts. In addition, partnerships with event organisers, local businesses and community groups can help distribute benefits more widely and ensure that concerts make a positive contribution to the economic and social fabric of the city. Cities should engage with local communities early in the planning stages of concerts and festivals. This may involve public forums, surveys and meetings with neighbourhood associations to gather views and address concerns. Ensuring that the community feels involved and benefits from the event can lead to more significant local support and reduced opposition. Implementing schemes that directly benefit the local community, such as local supplier involvement, community ticket allocations or investment in local projects, can help distribute the economic benefits of concerts more widely.

5 Evaluation

5.1 Highlights of my project

At the same time, my research also has some bright spots and shortcomings. The benefits of my research are, first of all, because the performance market has just broken out after the epidemic, there is not much research on this topic, so I feel that I have chosen a relatively new topic and my research can help local urban development have more options. Secondly, I have collected a lot of official data to support my opinion. Through CNKI, I will go to official Official Account message templates and news to find the data to support my research. And because these studies were published after the outbreak, most of the data I cited are recent, so don't worry about timeliness. And I posted about people's perceptions of concerts and the level of spending for them, including the cities where they were held.

5.2 Limitations of my project

My research still has some inadequacies, first of all, because most of my questionnaire is filled out by my friends around me, so 69% of the people are Harbin people, not particularly a lot of outsiders and strangers to fill out the questionnaire. And I didn't analyze the data through the relevant models, so my questionnaire may not be adequate. Second, perhaps because of the lack of research, most of the views may not be able to find a good fit in the literature, but also through the search for a large number of literature to make up for this shortcoming. I can use normal distribution to analyze the data. If there is a chance, I will try to interview the local staff to know and collect the first-hand data about the concert's impact on the economy.

Conclusion

Concerts provide a unique opportunity for cities to demonstrate, through these cases, that concerts can boost the development of related industries such as hotels, catering and retail by attracting large numbers of tourists, and even lead to overall economic growth in smaller cities and regions. In addition to the direct economic effects, concerts can raise the profile of a city and create long-term economic and cultural impacts. Therefore, local governments and businesses often actively support and promote the organisation of large-scale concerts. They can stimulate economic growth, enhance their cultural landscape and strengthen community ties. The direct and indirect economic benefits, ranging from job creation to tourism, emphasise the value of integrating live music events into city

development strategies. However, realising these benefits requires careful planning, community involvement and a commitment to sustainability. By studying successful case studies and adopting a strategic approach, cities can realise the full potential of hosting concerts and secure lasting economic and cultural dividends for their communities. This paper explores the multifaceted economic impacts of concerts on cities, providing a comprehensive overview supported by case studies and strategic recommendations. As cities continue to grow, the role of live music in driving economic and cultural vitality remains undeniable, providing a roadmap for the future.

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