

PRICE CONTROLS DON'T WORK:

They Drive Ticket Sales Offline and Lead to Increased Fraud

Letting Ticketholders Set Their Own Price is Key to Keeping Online Ticket Sales Safe and Transparent

In the UK and Australia, where resale price controls have been implemented, sales have been driven underground, and scams have soared.

Ireland implemented resale price caps in 2021. Recently, Revolut, a digital banking platform, which has more than three million customers in Ireland, said they have seen a marked increase in ticket scam reports.

Over 600,000 fans attempted to buy tickets to the 2025 Steelers v. Vikings in Dublin with Ireland's strict resale laws. Revolut reported that due to fan fervor for those tickets there was an:



80%
increase in ticket scam victims



48%
increase in scam-related financial losses

Facebook and TikTok were the most prominent platforms for fraud, with those aged 17-24 most likely to fall victim.

Olympic games attendees saw a similar phenomenon when France implemented price controls, which resulted in a surge of scams:



338
fraudulent websites identified by police



51
fraudulent websites shut down by police

Over \$135,000 - amount fans lost in New South Wales, which enforces a **10% resale cap**, during Taylor Swift's tour sales.

£183 million – potential loss to the United Kingdom economy from price controls, per the Centre for Economics and Business Research (Cebr).

According to Bradshaw Advisory, the fraud rates in price control jurisdictions are much higher than the current rates in the UK.

Proportion of respondents reporting having been victims of ticket fraud over the past two years:

3.8%
United Kingdom

13.7%
Ireland

13.6%
Victoria, Australia

WHAT PEOPLE ARE SAYING ABOUT TICKET FRAUD & PRICE CONTROLS



“As someone who has conducted real-world investigations into ticket resale markets across the UK and Ireland, I urge caution when it comes to proposals like resale price caps. These policies, however well-intentioned, can backfire - with devastating consequences for fans.”



– Dr. Nicola Harding, CEO, We Fight Fraud

“At times like this, fraudsters are hoping your heart will overrule your head. They are counting on people being so keen to get to see their favourite artist play that they ignore the warning signs and take a chance on the offer of a ticket even if it sounds too good to be true. Never, ever take that chance. Our advice is when you are buying online, only buy items from reputable sites.”



– Nicola Sadlier, Head of Fraud at Bank of Ireland

“The Limerick woman contacted the seller and sent her €360 via Revolut. Despite transferring over the money to the Facebook user, the Limerick woman never received the Taylor Swift tickets. Subsequently, the Facebook page in question was deleted and woman was unable to get in contact with the seller. The Limerick woman was left heartbroken after being conned out of hundreds of euro and Gardai are now warning the public only to buy concert tickets from reputable online sites.”



– Ireland’s National Police Force, Gardai, issues warning amidst uptick in ticketing scams on social media.

“Be wary of tickets being sold across social media or advertising platforms along with increased ticket prices. Don’t pay for tickets by way of bank transfer or card with the promise that the tickets will then be delivered. Often, the tickets will never arrive, or a fake ticket will be sent.”



– Ireland bank AIB

“We are working with law enforcement and social media platforms to combat these scams but are concerned that scam activity is only going to increase in the lead-up to Taylor Swift’s arrival in Australia in mid-February.”



– Catriona Lowe, Deputy Chair, Australian Competition and Consumer Commission

Barclays' data shows that ticket scams are most likely to originate on social media, which accounts for 32% of all incidents...In Barclays' new Scams Bulletin data, it has been revealed that adults aged 18-27, collectively known as Gen Z, are the most likely to either have been scammed or targeted by a ticket scam...As many as 17% of consumers in that age group report that they have been caught out or coerced into paying for non-existent tickets, a figure that is marginally higher than it is for millennials (aged 28-43) at 16%.



– BARCLAYS 2025 ticket scam data

“Buying directly from reputable, authorised platforms is the only way to guarantee you’re paying for a genuine ticket. Even then, always pay by debit or credit card for the greatest protection.”



– Liz Ziegler, Fraud Prevention Director, Lloyds Bank

“Enacting price caps on ticket resale will drive ticket sellers off of transparent marketplace platforms where buyers and sellers are protected, and drive ticket resale back to street corners and online classified ads, where fans get ripped off. The U.S. should learn from the mistakes of other countries, like Ireland and Australia and not fall into the ticket price cap trap.”



– Sports Fans Coalition

“While well-intentioned, resale caps often drive fans toward risky, unregulated markets such as Facebook Marketplace, Craigslist, or international resale websites.”



— National Consumers League

“At face value, ticket price regulations sound like a win for consumers. But dig a little deeper, and you’ll see how these laws could drive ticketing back to the dark ages: unverified street sales, fake tickets, and marketplaces with zero accountability. These policies create artificial scarcity and hurt the very consumers they’re designed to protect.”



— Chamber of Progress

“PPI has urged numerous state lawmakers to consider that price controls — which are an invasive and distortionary form of market regulation — work to stifle competition in resale ticketing. This will deprive fans of a critical alternative for buying tickets outside the Live Nation-Ticketmaster monopoly that dominates ticket sales and controls the entire live events supply chain.”



— Progressive Policy Institute

“Capping prices on ticket resales is a foolhardy market intervention that would certainly harm more consumers than it would benefit.”



— R Street Institute

A Better Way to Protect Fans - Alternatives to Price Controls

Instead of imposing resale price caps that ultimately harm fans and fail to address the real issues, lawmakers should focus on policies that promote transparency, fairness, and competitive innovation in the ticketing market. While price controls aren't the right way to improve the ticket buying experience for fans, there are federal and state provisions that improve the live events ecosystem. All-in pricing increases transparency, which is a staple of the federal TICKET Act - a bill which has garnered bipartisan support. The bill would also ensure fans have the right to a full refund and would crack down on deceptive websites. Lawmakers and regulators can - and should - go further to increase transparency by disclosing the number of tickets being made available to the public at the initial sale so that fans can make a fully informed decision, otherwise deceptive ticket holdbacks distort the market through fake scarcity. If there are truly fake tickets being furnished to consumers, the industry can work with lawmakers to address such problems. TPF believes many so-called “fake tickets” referenced by proponents of price controls are actually legitimate tickets denied entry on the sole basis they were resold. This discrimination by venues is against the law in multiple states (CO, CT, NY, UT).

About Us

The Ticket Policy Forum (TPF) is a coalition of America's leading online ticket marketplaces working together to ensure fans have real choices, fair prices, and a safe, transparent way to buy and sell tickets. As policymakers in Congress, state legislatures, and federal agencies weigh reforms, we are here to ensure one thing stays front and center: Fans deserve a ticketing market that is fair, transparent, and competitive. Learn more at ticketpolicyforum.org.