



TICKET RESALE SAVES TEXAS LIVE EVENT FANS NEARLY \$36 MILLION IN 2023 ALONE

Data Show Fans Save Big When the Shop Around and Consider Resale Marketplaces

INTRODUCTION

Ticket resale in Texas helps fans by providing them with another place to buy tickets, often at a price lower than the box office or Ticketmaster. In analyzing data of 626,905 tickets sold in Texas in 2023, fans saved nearly \$36 million when they purchased their tickets from the secondary market. Indeed, for roughly half of live events there are lower cost tickets available on the secondary market compared to the venue box office or its contracted primary ticket seller. Ticketmaster, the dominant primary ticketer for Texas' event venues, reported in 2024 that higher ticket prices and pent-up demand for live shows helped boost the company's fourth quarter revenue up 36%. Automatiq, a leading data analytics and support services company in the live event ticketing industry, tracks the sales of event tickets and provided Protect Ticket Rights with the data for this report.

2023 TICKET RESALE SAVINGS IN TEXAS

\$35,802,757

The **amount saved by Texas fans in 2023** when they purchased tickets from the resale market and not from the box office or the primary ticketer, often Ticketmaster.

626,905

The number of **tickets sold in Texas in 2023** at a lower rate than the primary. Fans should always shop around because despite what venues, teams, artists, and primary ticketing companies say, the cost of their tickets continue to go up, while the supply-and-demand driven dynamics in the secondary resale market means that is not always the case. Oftentimes, ticketholders offer their previously purchased tickets at a better price.



THE BOTTOM LINE

Ticket sales no longer work the way they used to. Instead of a general on-sale available to all fans, most tickets are slowly released on a staggered basis with absolutely no transparency as to how many tickets are actually put on sale so consumers can know their actual chance of getting a ticket. Not every concert fan can wait in long, unreliable digital queues or has a credit card that grants them early or special access to premium tickets to popular artists. Ticket transferability has always protected fans' ability to comparison shop for deals, and these data clearly demonstrate that many fans can find substantial savings.

2022 polling from Protect Ticket Rights showed that nationally, 81.6% of respondents support transferability and nearly the same amount (79.3%) back rules to protect that right.

While some for-profit players in the live events ecosystem (comprised of primary ticketers, venues, promoters, music artists, teams) desire to throttle the free and open secondary market where previously purchased tickets are offered for resale, tickets offered by ticketholders on the secondary market were already purchased from the event organizer. The venue, artist, team, and ticketer (Ticketmaster) was paid its full price and was made whole. When tickets are purchased on the secondary market, the consumer is buying tickets at a price that the current ticketholder is willing to accept. While for high demand events that price might be higher than its original, for many events that price is lower than its original price. We believe it is better that a ticket gets resold and

the seat is filled with a fan, versus wasting tickets and leaving seats go empty.

Protect Ticket Rights believes fans benefit from a ticketing ecosystem with vibrant competition, where they have more than one source from which to buy tickets, as competition in markets generally benefits consumers by providing more choice. Where there is choice, consumers benefit from increased access to tickets and at lower prices. This is why the resale market for tickets, where previously purchased tickets are offered for sale, is so important.

While companies like Ticketmaster are quick to make the argument that fans are best served when they buy so-called "face value" tickets when they initially go on sale, and while sports teams, music artists, and venues may elect to contract with a single company like Ticketmaster to sell their tickets, fans benefit from being able to buy from more than one company. Indeed, as the data show, ticket resale provides an important market for consumers in Texas.

Of course, the ticket market must be fair, transparent, and protected. Fans should know what they are buying, what the refund policies are and how they work, how much or little of overall ticket inventory for the event will be released for sale in the future, and more. We recommend fans only buy tickets from a trusted source that clearly discloses its refund protection and/or comparable ticket guarantee.

ABOUT PROTECT TICKET RIGHTS

Launched in 2016, Protect Ticket Rights is a fans-focused initiative that helps ticketholders defend their rights and advocates for a market with improved transparency and fairness for consumers and ticket sellers alike. Protect Ticket Rights has been active at the federal and state level when public policies that impact live event tickets are being debated, and we work to educate fans and other stakeholders about the live events ecosystem and ticketing. We engage with thousands of fans and many businesses throughout the industry, in order to be more informed and effective in our advocacy. Our work is possible thanks to the professional ticket selling companies of NATB, which support market reform that improves the fan ticket-buying experience.



RECENT LOWER COST TICKETS AVAILABLE IN TEXAS ON TICKET RESALE MARKETPLACES

Mark Ambor: November 1, 2024

LOWER RESALE PRICE OFFERED (VIVID SEATS): \$6 + FEES

The screenshot shows the Vivid Seats interface for Mark Ambor's performance at White Oak Music Hall. The event is on Friday, November 1st at 7:00pm. The selected ticket is General Admission, priced at \$6. A notification indicates that only 88 tickets are left. The interface includes a search bar, navigation links for Trending, Sports, Concerts, and Theater & Comedy, and a filter section for 'General Admission'. A large orange ticket graphic with 'GENERAL ADMISSION' is displayed, along with text explaining that all tickets are General Admission. A 'SUITES & BOXES' button is also visible.

ORIGINAL PRICE AT BOX OFFICE (TICKETMASTER): \$25 + FEES

The screenshot shows the Ticketmaster interface for Mark Ambor's performance at White Oak Music Hall. The event is on Friday, November 1st at 7:00 PM. The selected ticket is General Admission, priced at \$25.00 + Fees. The interface includes a home button, a plus sign to add tickets, and a minus sign to remove them. A 'Pay in 4 Interest-free Payments' option is available. The subtotal for 1 ticket is \$25.00. A 'PROTECT TICKET RIGHTS' badge is visible in the bottom right corner.



RECENT LOWER COST TICKETS AVAILABLE IN TEXAS ON TICKET RESALE MARKETPLACES

Houston Rockets vs Phoenix Suns: February 12, 2025

LOWER RESALE PRICE OFFERED (VIVID SEATS): \$12 + FEES

The screenshot shows the Vivid Seats interface for the Houston Rockets vs Phoenix Suns game on February 12, 2025. On the left, a ticket listing for 'Upper Level 410 Row 4' is shown at a price of \$12.00. The main area features a detailed seating chart of the Toyota Center arena, with various sections highlighted in different colors (blue, pink, purple) to represent different ticket zones. A 'Filter by Zone' sidebar is visible on the left of the chart. The bottom right corner of the chart area includes a copyright notice for Vivid Seats LLC.

ORIGINAL PRICE AT BOX OFFICE (AXS): \$39 + FEES

The screenshot shows the AXS website interface for the same game. A ticket listing for 'Standard' tickets is shown at a price of \$39.00. The main area features a seating chart of the arena with individual seats highlighted in blue and green. A 'Selected Tickets' sidebar on the left shows the details of the selected ticket, including the price and a warning about stranded single tickets. The bottom right corner of the chart area includes a legend for ticket types and a 'PROTECT TICKET RIGHTS' logo.



RECENT LOWER COST TICKETS AVAILABLE IN TEXAS ON TICKET RESALE MARKETPLACES

Ashley Cooke at The Cambridge Room at House Of Blues: February 7, 2025

LOWER RESALE PRICE OFFERED (TICKPICK): \$16 ALL-IN PRICING

Ashley Cooke
Cambridge Room at House Of Blues - Dallas, TX - Fri, Feb 07 2025 7:00 PM

Search by artist, team, event or venue [Sell Tickets](#)

Track Prices Any Quantity Best Deal

General Admission • Row STANDING ROOM ONLY	Qty 2	\$16 ALL-IN
Section GA1 • Row 7	Qty 7	\$19 ALL-IN
Section GA1 • Row 7	Qty 8	\$21 ALL-IN
Section GA1 • Row 9	Qty 4	\$21 ALL-IN
Section GA1 • Row 8	Qty 8	\$23 ALL-IN
Section GA1 • Row 10	Qty 8	\$25 ALL-IN
Section GA1 • Row 5	Qty 2	\$29 ALL-IN
Section GA1 • Row 9	Qty 4	\$41 ALL-IN

Same Seats. Better Prices.
This event has no seating map. The tickets have no hidden fees.

Parking VIP & Add-Ons

ORIGINAL PRICE AT BOX OFFICE (LIVE NATION): \$35.25 ALL-IN PRICING

LIVE NATION [Sell Tickets](#) [Sign In](#)

New Country 96.3 presents Ashley Cooke - Your Place Tour [More Info](#)
Fri • Feb 07 • 7:00 PM
The Cambridge Room at House Of Blues, Dallas, TX

Important Event Info: Doors open at 7PM. Show starts at 8PM. This is an All Ages Event. Scheduled Support: Greylan James To purchase tickets on the day of the event after... [more](#)

STAGE GENERAL ADMISSION STANDING ROOM ONLY BAR

General Admission

Tickets are not reserved yet. To secure your tickets, click, "Next."

Standard Ticket - Advance Ticket 1 +
Type \$35.25
Event ticket limit: 8 / [Full ticket limit info](#)

Buy Now, Pay Later at Checkout

SUBTOTAL \$35.25
1 Ticket

Next

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