



2024 Ticket Resale Savings Report

**TICKET RESALE SAVES 10 MILLION
FANS MORE THAN \$400 MILLION
IN A SINGLE YEAR**

INTRODUCTION

Fans regularly find savings on concert tickets by shopping around in the resale marketplace. Professional ticket resellers and online ticket resale marketplaces in the U.S. serve millions of live event fans each year when they look beyond the venue box office for tickets. Like other secondary markets, ticket pricing follows regular supply and demand dynamics, creating opportunities for smart shoppers to find excellent deals, such as [last minute tickets](#) that cost less than merchandise of food and beverage at the game or show. Though blockbuster tours that sell out quickly maintain premium prices in both the primary and resale markets, most concerts see typical demand levels where significant savings are available to savvy fans.

A previous report issued by Protect Ticket Rights focused on the top concerts and tours where fans saved money thanks to the secondary market. This report focuses on concerts, sports, theater, and more. It analyzes nearly 200,000 resold tickets purchased by fans in 2024. The results are incredible, showing savings of \$414,147,765 for these events, and reaffirming that the presence of an open secondary market for tickets benefits consumers by saving them money and providing them with more access to tickets from a broad range of sellers beyond the venue box office or the sole contracted primary seller.

The savings revealed in this report are thanks to the transferability of tickets and the ability of fans to be able to freely purchase tickets offered for resale on the secondary market.

Importantly, the secondary ticket market is where previously purchased tickets are offered for resale. Because these tickets were already purchased from the event organizer at whatever price the organizer initially set, the venue, music artist, promoter, or team are not financially harmed by the presence of the secondary market. In fact, they are supported by the secondary market because ticket resale helps to ensure tickets don't go to waste or seats don't go empty. When seats are full, event organizers and venues have an opportunity to earn a new fan, and to sell more merchandise, food, and beverages. It's not uncommon for concerts to go on sale six months to a year in advance, and understandably plans change and life happens, and therefore it is critical that tickets can be freely transferred from one ticketholder to another – whether given away or resold.

We thank Automatiq, a leading data analytics and support services company in the live event ticketing industry, for providing data for this report.



METHODOLOGY

The savings in this report were determined by the sale of 186,113 tickets for which Automatiq has data. These concerts took place between January 1st and December 31st, 2024. The data includes the total number of tickets sold below cost, the total amount saved by fans, the average savings per ticket, a breakdown by the type of live event, along with state level data.

TOPLINE DATA

62%

Number of events with tickets offered below original total cost

10,446,023

Total number of tickets sold on secondary market below original cost

\$414,147,765

Total value of savings

\$40

Average Savings Per Ticket

\$29

Average Ticket Price (ATP) reduction over time (from on-sale to the final month before the event)





MUSIC CONCERTS

4,398,573

Number of tickets sold
below original cost

\$194,533,070

Total savings compared to
original box office

\$44.23

Avg Savings / Ticket



SPORTS

5,635,491

Number of tickets sold
below original cost

\$201,936,680

Total savings compared to
original box office

\$35.83

Avg Savings / Ticket



THEATRE

344,588

Number of tickets sold
below original cost

\$14,862,281

Total savings compared to
original box office

\$43.13

Avg Savings / Ticket



OTHER

67,371

Number of tickets sold
below original cost

\$2,815,734

Total savings compared to
original box office

\$41.79

Avg Savings / Ticket



TICKET TRANSFERABILITY SAVES FANS \$414 MILLION IN 2024

The data show that fans that wait can save across all kinds of live events, with the average ticket price dropping nearly \$30 between the on sale and the final month before the event. The secondary market not only gives fans a chance to find cheaper tickets, but provides additional options for those who can't make it to a show for which they bought a ticket.

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 compete in the chaos and stress of public on-sales for popular events, has special access to pre-sales, or has the time to wait in long, unreliable online waiting rooms. Ticket transferability has always protected fans' ability to comparison shop for deals, and these data clearly demonstrate that many fans can find substantial savings. Protect Ticket Rights most recent polling data showed that nationally, 81.6% of respondents support transferability and nearly the same amount (79.3%) back rules to protect that right.

Additionally, box offices and their primary ticketing agents (most often Ticketmaster) are increasingly using dynamic pricing, where the price of tickets fluctuates up and down (usually up) based on demand. This is why Ticketmaster, venues, artists and others are known to create artificial scarcity through deceptive ticket holdbacks, so they can present what appears to be limited tickets remaining and raise prices higher. Because of dynamic pricing, it is advisable that fans shop around and check prices elsewhere, and consider waiting. The data in this report shows that, on average, prices offered on the secondary resale market tend to drop by about 1/3 from the first month when tickets go on sale through the final month before the event.

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 competitive market with improved transparency and fairness for consumers and ticket sellers. Protect Ticket Rights is 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 many fans and 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.



SAVINGS BY STATE

State	Total Savings Compared to Original Price	Total Number of Tickets Sold Below Cost in 2024
AK	\$14,769	487
AL	\$4,153,115	132,807
AR	\$1,118,824	27,877
AZ	\$9,163,863	266,241
CA	\$50,187,952	1,324,736
CO	\$10,789,121	270,994
CT	\$2,381,402	68,902
D.C.	\$4,562,615	131,912
DE	\$221,936	2,718
FL	\$30,152,561	698,913
GA	\$12,189,964	295,468
HI	\$226,445	6,173
IA	\$1,874,838	53,316
ID	\$498,763	18,516
IL	\$12,796,207	345,756
IN	\$7,225,952	184,274
KS	\$626,360	18,712
KY	\$3,055,457	70,692
LA	\$5,670,036	140,617
MA	\$10,818,981	277,107
MD	\$8,375,936	257,361
ME	\$463,774	16,396
MI	\$8,119,995	261,694
MN	\$7,132,860	190,557
MO	\$7,273,269	189,886
MS	\$1,505,482	45,318

SAVINGS BY STATE

MT	\$619,013	12,964
NC	\$10,554,271	292,237
ND	\$257,213	6,975
NE	\$1,389,471	45,351
NH	\$768,695	22,512
NJ	\$14,299,679	307,950
NM	\$717,134	28,565
NV	\$21,527,658	276,211
NY	\$36,802,750	833,160
OH	\$11,654,435	277,886
OK	\$3,275,777	81,579
OR	\$3,402,798	103,792
PA	\$20,059,794	527,785
PR	\$134,656	2,633
RI	\$416,875	12,559
SC	\$2,049,556	66,457
SD	\$267,507	6,258
TN	\$11,301,140	267,246
TX	\$32,415,034	802,369
UT	\$3,769,315	111,355
VA	\$2,755,078	100,112
VT	\$14,040	577
WA	\$13,555,432	332,364
WI	\$5,490,807	151,432
WV	\$657,235	21,276
WY	\$174,737	5,310
International	\$15,217,188.86	451,678
Total	\$414,147,765	10,446,023