



# 2023 TOP MUSIC CONCERT TICKET RESALE SAVINGS REPORT

The Top 25 Music Concerts and Top 10 Tours Where Fans Saved the Most in 2023; Analysis of nearly 300,000 Tickets Sold at These Shows Saves Fans \$7.5 Million

## INTRODUCTION

Each day fans save money on concert tickets when they comparison shop on the resale market. There are many professional ticketing resale companies in the U.S. which provide tickets to millions of fans annually. In secondary markets (whether for cars, homes, art, jewelry, event tickets, and virtually everything else), prices are driven by supply and demand, and because of this, there are usually great deals to be found. While the very popular tours tend to sell out fast and command high prices both on the primary and secondary markets, the vast majority of concerts experience a more normal level of demand and this is when fans can save big.

A previous report issued by Sports Fans Coalition focused on sporting events and found that fans saved \$259,458,022 since 2017 on sports tickets by purchasing on the secondary resale market. This report focuses on live music events. It analyzes more than a quarter million resold tickets purchased by fans in roughly the first half of 2023. The results are incredible, showing a savings of \$7,516,640 for these events, and reaffirm 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 set, the venue, music artist, and promoter 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 beverage. It is 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 Top 25 Concerts for Savings was determined by the sale of 124,056 tickets for which Automatiq has data. These concerts took place between February and August 2023. The Top 10 Music Tours for Savings were determined with a data set of 153,431 tickets sold. In total this report is based on the sale of 277,487 tickets purchased in 2023, a large data set that is representative of the type of savings realized by concertgoers. Based on the findings in this report and the data set analyzed, it can be presumed that the savings overall at all music concerts in 2023 is far greater. The data includes total number of tickets purchased on the resale market, their average resale price, the average original cost of the ticket (base price plus fees) from the primary seller, and average savings per ticket and overall for the concert or tour.

## TOP 25 CONCERTS WITH THE LARGEST SAVINGS

**\$46.34 PER TICKET**

The average each fan saved by buying their tickets on the secondary resale market

**\$4,296,076 MILLION**

The amount fans saved by buying their tickets from the secondary market

## TOP CONCERT FOR OVERALL SAVINGS

Red Hot Chili Peppers' Las Vegas Show on April 1 saved a total of \$290,335. This is based on 5,144 tickets sold to this April 1 show, with an average resale price of \$148.01 compared to their original cost of \$204.45 for a per ticket average savings of \$56.44.

## TOP CONCERT FOR PER TICKET SAVINGS

George Strait fans saved an average of \$153.55 per ticket to George Strait's show on August 2, in Fort Lauderdale. This is based on 1,324 tickets sold to this show, with an average resale price of \$356.57 compared to their original cost of \$510.12.

## TOP 10 CONCERT TOURS WITH THE LARGEST SAVINGS

*Music fans saw huge savings cross 10 leading tours from top artists such as Sam Smith, Bruce Springsteen, and Shania Twain.*

**\$3,220,573 MILLION**

The amount fans saved by buying their tickets on the secondary resale market

**\$36.84 PER TICKET**

The average each fan saved by buying their tickets on the secondary

## TOP SINGLE TOUR FOR OVERALL SAVINGS

Sam Smith fans saved \$622,195 based on 27,824 ticket sales included in our data set, with an average resale price of \$69.07 compared to their original cost of \$91.43 for a per ticket average savings of \$22.36.

## HIGHEST AVERAGE FOR PER TICKET SAVINGS FROM A TOUR

George Strait fans saved an average of \$153.55 per ticket to George Strait's show on August 2, in Fort Lauderdale. This is based on 1,324 tickets sold to this show, with an average resale price of \$356.57 compared to their original cost of \$510.12.



# TICKET TRANSFERABILITY SAVES FANS \$7.5 MILLION AT 25 CONCERTS AND 10 TOURS

## THE BOTTOM LINE

Fans saved more than \$3.2 million across 10 tours and \$4.3 million at 25 individual concerts, totaling more than \$7.5 million and demonstrating that fans can find cheaper tickets on the secondary market while providing 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 wait in long, unreliable digital queues or has a credit card that grants them early 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.

We recommend you only buy tickets from a trusted source that clearly discloses its refund protection and/or comparable ticket guarantee. When the venue box office or primary ticketer doesn't have what you might be looking for, shop around. 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, remember, tickets you see offered by ticketholders on the secondary market were already purchased from the event organizer. They got paid – whether a fair or inflated price. When you purchase on the secondary market, you are buying your 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.

## 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 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 improved the fan ticket-buying experience.



# TOP 25 CONCERT TOURS WITH THE LARGEST SAVINGS

Event Name	Event Date	Ticket Sales Analyzed	Average Resale Ticket Price	Average Original Cost	Total \$ Sales	Total Original Sales	Total Saved by Buying on Secondary	\$ Saved Per Ticket
Red Hot Chili Peppers, St. Vincent & King Princess	4/1/2023	5144	\$148.01	\$204.45	\$761,338.25	\$1,051,673.81	\$290,335.56	\$56.44
Kid Rock	7/14/2023	4626	\$94.67	\$154.03	\$437,925.00	\$712,543.76	\$274,618.76	\$59.36
Bruce Springsteen & The E Street Band	2/14/2023	5444	\$188.72	\$239.01	\$1,027,418.05	\$1,301,188.67	\$273,770.62	\$50.29
Bruce Springsteen & The E Street Band	2/21/2023	3990	\$114.03	\$177.58	\$454,963.56	\$708,533.14	\$253,569.58	\$63.55
Red Hot Chili Peppers, The Strokes & King Princess	4/8/2023	9672	\$92.34	\$118.40	\$893,092.46	\$1,145,120.25	\$252,027.79	\$26.06
Eric Church, Midland & Ray Wylie Hubbard	7/28/2023	8062	\$49.15	\$75.19	\$396,283.33	\$606,202.27	\$209,918.94	\$26.04
Ed Sheeran & Khalid	7/1/2023	14516	\$126.59	\$141.03	\$1,837,585.96	\$2,047,134.76	\$209,548.80	\$14.44
George Strait	8/2/2023	1324	\$356.57	\$510.12	\$472,101.85	\$675,396.08	\$203,294.23	\$153.55
Feid	5/10/2023	1627	\$37.00	\$153.79	\$60,197.12	\$250,223.43	\$190,026.31	\$116.80
Eric Church, Midland & Ray Wylie Hubbard	7/29/2023	6009	\$54.13	\$85.25	\$325,280.83	\$512,247.97	\$186,967.14	\$31.11
Hootie & The Blowfish	2/17/2023	3914	\$96.75	\$141.12	\$378,666.59	\$552,325.71	\$173,659.12	\$44.37
Billy Strings	6/16/2023	6156	\$28.92	\$54.13	\$178,001.76	\$333,213.93	\$155,212.17	\$25.21
Red Hot Chili Peppers, The Strokes & King Princess	4/6/2023	4507	\$85.19	\$119.47	\$383,950.38	\$538,447.29	\$154,496.91	\$34.28
Feid	5/14/2023	1768	\$56.11	\$135.18	\$99,193.67	\$239,004.93	\$139,811.26	\$79.08
Peso Pluma	6/23/2023	4983	\$120.55	\$147.86	\$600,720.27	\$736,790.00	\$136,069.73	\$27.31
Kid Rock	6/23/2023	1581	\$112.71	\$195.94	\$178,191.62	\$309,775.92	\$131,584.30	\$83.23
Fall Out Boy, Bring Me The Horizon & Royal and The Serpent	7/2/2023	4011	\$80.36	\$112.88	\$322,313.15	\$452,744.06	\$130,430.91	\$32.52
Blink 182	6/29/2023	3045	\$101.85	\$144.47	\$310,121.57	\$439,908.71	\$129,787.14	\$42.62
Red Hot Chili Peppers, The Strokes & King Princess	4/14/2023	6984	\$136.61	\$154.86	\$954,114.54	\$1,081,522.82	\$127,408.28	\$18.24
Fall Out Boy, Bring Me The Horizon, Royal and The Serpent & Daisy Grenade	7/1/2023	4477	\$46.03	\$73.24	\$206,078.50	\$327,875.67	\$121,797.17	\$27.21
Red Hot Chili Peppers, City and Colour & King Princess	3/29/2023	3414	\$104.64	\$139.48	\$357,224.74	\$476,186.94	\$118,962.20	\$34.85
Sam Smith	8/8/2023	3443	\$72.58	\$106.40	\$249,909.91	\$366,349.10	\$116,439.19	\$33.82
LCD Soundsystem	5/30/2023	2471	\$60.67	\$105.25	\$149,913.90	\$260,068.16	\$110,154.26	\$44.58
Peso Pluma	7/16/2023	5097	\$150.90	\$171.76	\$769,119.10	\$875,463.03	\$106,343.93	\$20.86
Shania Twain	7/3/2023	7791	\$76.87	\$89.68	\$598,869.29	\$698,702.06	\$99,832.77	\$12.81
<b>AVERAGE TOTALS</b>		<b>124056</b>	<b>\$103.68</b>	<b>\$150.02</b>			<b>\$4296067.07</b>	<b>\$46.34</b>





## TOP 10 CONCERTS WITH THE LARGEST SAVINGS

Event Name	Ticket Sales Analyzed	Average Resale Ticket Price	Average Original Cost	Total \$ Sales	Total Original Sales	Total Saved by Buying on Secondary	\$ Saved Per Ticket
Sam Smith	27824	\$69.07	\$91.43	\$1,921,869.90	\$2,544,064.95	\$622,195.05	\$22.36
Red Hot Chili Peppers, The Strokes & King Princess	21163	\$105.43	\$130.66	\$2,231,157.38	\$2,765,090.36	\$533,932.98	\$25.23
Louis Tomlinson	36955	\$72.10	\$83.32	\$2,664,638.55	\$3,078,998.70	\$414,360.15	\$11.21
Kid Rock	17692	\$142.46	\$161.86	\$2,520,443.98	\$2,863,552.42	\$343,108.44	\$19.39
Eric Church, Midland & Ray Wylie Hubbard	14621	\$57.26	\$79.82	\$837,269.74	\$1,167,103.69	\$329,833.95	\$22.56
keshi	14343	\$56.82	\$71.51	\$814,997.04	\$1,025,599.02	\$210,601.98	\$14.68
George Strait	1324	\$356.57	\$510.12	\$472,101.85	\$675,396.08	\$203,294.23	\$153.55
Bebe Rexha	10260	\$31.36	\$50.88	\$321,783.62	\$521,979.37	\$200,195.75	\$19.51
LCD Soundsystem	5335	\$71.13	\$106.63	\$379,487.55	\$568,879.03	\$189,391.48	\$35.50
Hootie & The Blowfish	3914	\$96.75	\$141.12	\$378,666.59	\$552,325.71	\$173,659.12	\$44.37
<b>AVERAGE TOTALS</b>	<b>153431</b>		<b>\$142.73</b>			<b>\$3,220,573.13</b>	<b>\$36.84</b>