

Submission in response to consultation on ticket reselling in New Zealand

Name (full)

Hayley Soffe

Organisation (if applicable)

Submitter category

Individual consumer

Have you experienced problems with ticket resale?

Yes, I have personally experienced a problem

Please share your experiences, either positive or negative

I've bought Tomorrowland tickets from Viagogo and throughout the process felt pressured and rushed into purchasing...for 3 of the purchasing steps the ticket price was stipulated as \$1227NZD for 2 tickets so I thought that was what I'd be paying. I could see I was paying more for the tickets than originally priced so figured the fees must be included.

Next thing my credit card was being charged for \$1785. It turns out in small print at the end process, there were fees of \$167 booking fee/ticket plus \$47 delivery fee per ticket (and this will apparently be an electronic pdf 1 week before the concert!) how can a pdf cost this much in delivery fees?! Plus I still don't have almost \$2000 worth of tickets in front of me to even know if they are real. So I guess I just travel half way around the world a week before and hope like hell that they're legit?! It's safe to say I'm pretty nervous and not as excited as I should be!

Your views on the issues

Are these problems serious enough to require changes to the law or industry practices?

Yes

Tell us what you think

The way Viagogo set up their process is dishonest. None of their claims of 'these are the last tickets available at this price' are real, they pressure you into purchasing unnecessarily. Plus they don't tell you the real price of the tickets until the VERY end of the process.

I was also told at the time of purchasing:

Great News! These tickets are available as paper tickets. You will be able to keep them as a souvenir. Delivered within 3-5 working days.

Only to be sent an email saying that I'd receive an EMAIL a week before to be exchanged for a wrist band at the venue...on the otherside of the world?! C'mon!

Your views on the options, and the pros and cons

Price cap on resale tickets:

Option A: Face value + 10%, or Original sale price (whichever is lower)

Why did you choose the option above? Please explain

For people that genuinely really want to see an artist, they shouldn't pay more than is asked for by the artist. It's not fair that people are just buying tickets to make money off real fans. However if there is a high demand for tickets, then an auction type scenario may ensue, in which case, no more than 10% should be asked for.

More information disclosure: Do you agree with this option? Why or why not?

Yes

Ban on ticket-buying bots: Do you agree with this option? Why or why not?

Ban them. It's not fair humans are competing against machines for tickets!

Joint industry-government actions: Do you agree with this option? Why or why not?

Yes

Are there other solutions that would work well?

I think it's quite good when artists will release tickets at different stages...early bird, first tier, second tier etc. Or if they release new tickets randomly along the way as genuine fans would more likely be able to get a ticket and scalpers will lose their selling power if the concert is not sold out. Also, it's not always possible to purchase the tickets the exact moment they go on sale (being at work for example).

Another thing I noticed while trying for Elton tickets was the only way I could get through to a buying queue that actually moved, was using incognito mode, I don't know why but a regular browser just sat stagnant. I'm sure the less tech-savvy people would never think to try that which is unfortunate as these are more likely to be the demographic of this artist.

I've found the best place to get tickets last minute is on the official Facebook event page for the concert - these people tend to often be genuine fans looking to help each other out and not ask for more than face value. There's more credibility associated with the purchase too if you can see their profile is genuine.