

New Requirements for Disclosing the Price of Entertainment Event Tickets

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Issue

What is the new state law on disclosing entertainment ticket prices and fees during a sales transaction?

Summary

During the 2023 session, the legislature amended a law on entertainment ticket advertising to address certain ticketing practices. Beginning October 1, 2023, among other things, the amended law requires (1) ticket sale facilitators to disclose “all-in” ticket prices from the start of the sales transaction and (2) venue operators to include certain price information on a ticket’s face.

Existing state law already required anyone advertising entertainment event ticket prices to conspicuously disclose in the advertisement the total price for each ticket and the amount of that price in dollars attributable to service charges imposed for the sale of the ticket at the site of the event. This requirement applies to any place of amusement, arena, stadium, theatre, performance, sport, exhibition, or athletic contest. The 2023 legislation defines “service charge” for purposes of this law as any additional fee or charge that is designated as an administrative fee, service fee, or surcharge using those or substantially similar terms ([CGS § 53-289a](#), as amended by [PA 23-98](#), § 7). Another new law exempts movie tickets from this law on advertising ticket prices ([PA 23-191](#), § 5).

Other existing related entertainment ticket laws:

1. require a ticket reseller to refund the purchase price if the (a) event is cancelled, (b) ticket the purchaser receives does not grant admission to the event the ticket describes, or (c) ticket fails to conform to the reseller's advertisement of it ([CGS § 53-289b](#));
2. generally prohibit reselling, offering to resell, or soliciting the resale of a ticket on the day of the event within 1,500 feet of the physical structure in which the event takes place, without written authorization by the owner or operator of the structure or event (exceptions exist for reselling at no more than face value and selling tickets from a nearby permanent office) ([CGS § 53-289c](#));
3. generally prohibit ticket sellers from using ticketing systems that do not give purchasers the option to buy tickets that are transferable to anyone, at any price or time, without (a) additional fees and (b) the ticket seller's consent ([CGS § 53-289d](#)); and
4. prohibit anyone from using automated ticket purchasing software to buy tickets on the internet (i.e., using a device, computer program, or computer software that enables the automated purchase of tickets to entertainment events by bypassing or rendering inoperable security measures on a website) ([CGS § 53-289e](#)).

New Law on Price Disclosures

Beginning October 1, 2023, the law establishes separate requirements for ticket sale facilitators and entertainment event venue operators ("operators"). The new requirements apply to tickets for entertainment events, except movie tickets ([PA 23-98](#), § 7 and [PA 23-191](#), § 5).

Requirements for Ticket Sale Facilitators

Beginning October 1, 2023, the law requires any person who facilitates ticket sales or resales for an entertainment event to disclose:

1. the total ticket price, including all service charges required to buy the ticket, and
2. in a clear and conspicuous manner, to the ticket purchaser, the portion of the charged ticket price in dollars attributable to service charges.

The law requires these disclosures to be displayed in the ticket listing before the ticket is selected for purchase. It prohibits any increase of the total ticket price during the ticket purchasing process (i.e., from the time when the ticket is selected for purchase and ending when it is purchased), other than a reasonable service charge to deliver a nonelectronic ticket if the charge is (1) based on the delivery method selected by the purchaser and (2) disclosed to the purchaser before purchase.

The law also prohibits (1) false or misleading disclosures and (2) disclosures from being presented more prominently than the total ticket price, or in a font size as large or larger than the font size of the total ticket price.

Under the new law, “service charge” means any additional fee or charge that is designated as an administrative fee, service fee, or surcharge using those or substantially similar terms.

Requirements for Operators

Beginning October 1, 2023, the law requires operators who charge an admission price for a place of entertainment to print, endorse, or otherwise disclose on each ticket face for an event the:

1. established ticket price and
2. final price of the ticket if the operator or his or her agent sells or resells it (including at auction).

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