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**STATE OF COLORADO**  
**DEPARTMENT OF LAW**

**PUBLIC ADVISORY ON**  
**PURCHASING TICKETS TO LIVE EVENTS**

**- Issued July 11, 2023 -**

Attorney General Phil Weiser issues this Public Advisory on Purchasing Tickets to Live Events. The Colorado Department of Law has received complaints related to misleading and deceptive conduct targeting consumers trying to purchase tickets to live events. This Advisory provides guidance on Colorado laws governing ticket sales and provides consumers with information about how to protect themselves before purchasing tickets to a live event. The Attorney General is authorized to enforce state laws governing the ticket industry and intends to prosecute those that sell and transfer tickets in an unlawfully misleading and deceptive manner.

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**LAWS GOVERNING TICKET SALES**

***Full price disclosure.*** It is unlawful for any person or entity, in their business, vocation, or occupation, to make a false or misleading statement concerning the price of goods, services, or property.<sup>i</sup> Persons or entities that misrepresent the price of tickets may incur a civil penalty in the amount of up to \$20,000 per violation.<sup>ii</sup> Businesses or individuals that advertise the price of a ticket without clearly and conspicuously including the price of all mandatory fees that a consumer must pay are making unlawfully misleading statements about the price of tickets.

***Using computer software to purchase tickets.*** It is unlawful for a person to use a software program to: (1) purchase tickets in excess of an authorized ticket limit with the intent to resell the tickets;<sup>iii</sup> or (2) circumvent or disable electronic queues, waiting periods, or other sales volume limitation systems.<sup>iv</sup>

***Purchasing tickets from resellers.*** A ticket seller may not place a condition on the original sale of a ticket that prohibits the ticket purchaser from reselling a ticket to someone else.<sup>v</sup> However, nothing in Colorado law prohibits the initial ticket seller from imposing other terms and conditions on the purchase of a ticket if those terms are consistent with Colorado laws.

Ticket resellers must guarantee a full refund to a ticket purchaser if: (1) the event for which the ticket was resold is cancelled;<sup>vi</sup> (2) the ticket does not or would not in fact grant the purchaser admission to the event;<sup>vii</sup> (3) the ticket is counterfeit;<sup>viii</sup> or (4) the ticket fails to conform to the description as advertised or represented to the ticket purchaser by the reseller.<sup>ix</sup>

### **CONSUMER GUIDELINES FOR PURCHASING TICKETS**

Consumers should be alert and remember the following when buying tickets, either from ticket sellers or ticket resellers:

***Understand the “all-in” price.*** Sometimes the advertised price of a ticket is much lower than the true price because of add-on fees. When shopping for tickets, be sure to understand the full cost including fees.

***Research the ticket seller first.*** Purchasing tickets from an event’s official primary ticket seller is the best way to ensure you are buying a legitimate ticket. When purchasing tickets from a secondary ticket reseller, consumers should research the seller by using reputable sources like the Better Business Bureau. Be sure to read the seller’s refund policy before buying. Consumers should be particularly skeptical about tickets offered for sale on social media or when the ticket seller asks to be paid through a peer-to-peer money transfer application like CashApp, Venmo, or Zelle.

***Check the details before buying.*** For events that have assigned seats, make sure the ticket provides all necessary information (i.e., section, row, seat, disability access, etc.).

***Verify tickets after purchase.*** After you purchase tickets, inspect them to make sure the time, date, and location listed matches the details of the event that you made the purchase for.

***Verify a website’s URL.*** Always ensure that any ticket is bought from a secure website. A secure website’s URL will begin with “https” and display a lock icon in the search bar.

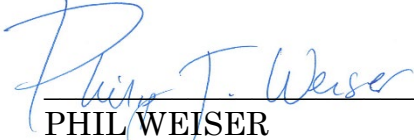
***Be cautious of paper or emailed tickets.*** Many Colorado venues only accept mobile tickets. If you are offered paper or emailed tickets to a venue that only accepts mobile tickets, the offer may be a scam. Research the venue’s ticketing policy before buying a paper or emailed ticket.

***Be cautious when buying tickets before they are sold to the general public.*** Scammers often try to capitalize on fans’ eagerness for tickets by offering tickets

before they are available for sale to the public. Sellers of these “speculative” tickets may have no actual intention or ability to buy the promised tickets and a consumer may end up paying for a ticket that never existed. While many legitimate presales exist, consumers should ensure a ticket offer is an official presale by researching the venue, time, and date.

***Understand ticket restrictions.*** Some primary ticket sellers place terms and conditions on tickets they sell. Consumers should always understand the restrictions and risks (e.g., “rain or shine”) of tickets they are buying either directly from the primary seller or from a reseller.

If consumers suspect that a person, entity, or website is violating laws related to ticketing for an event in Colorado, they should report this activity to the Attorney General by filing a complaint on [StopFraudColorado.com](http://StopFraudColorado.com).

  
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PHIL WEISER  
Attorney General

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<sup>i</sup> COLO. REV. STAT. § 6-1-105(1)(l).

<sup>ii</sup> *Id.* at § 112(1)(a).

<sup>iii</sup> *Id.* at § 720(1)(a).

<sup>iv</sup> *Id.* at § 720(1)(b).

<sup>v</sup> *Id.* at § 718(3)(a).

<sup>vi</sup> *Id.* at § 718(2)(a).

<sup>vii</sup> *Id.* at § 718(2)(b).

<sup>viii</sup> *Id.* at § 718(2)(c).

<sup>ix</sup> *Id.* at § 718(2)(d).