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Taylor Swift Tickets, Tips to Buy Tickets and Avoid Scams

Washington, DC – With unprecedented demand this week large enough to fill 900 football stadiums, a crash of Ticketmaster’s website, and now a canceled public on-sale of tickets, fans remain in search of Taylor Swift tickets leading to an environment ripe for scams. Consumers should be smart when searching for and purchasing tickets on the secondary resale market to ensure they are purchasing from a trustworthy source. The National Association of Ticket Brokers (NATB) is an association representing approximately 200 professional ticket resale companies who abide by a strict Code of Ethics, which includes numerous consumer protection measures such as a 200% money-back guarantee. NATB warns that there will be scammers preying upon fans while demand remains fevered and offers tips on how to score tickets safely for The Eras Tour in 2023.

“Prices on the secondary resale market right now reflect unusually high demand. However, if the 2018 Taylor Swift tour is an indicator, fans may be better served by waiting because demand cooled off and resale prices were often less than their initial cost. Believe it or not, there were great deals offered to see Taylor Swift for the 2018 tour. Considering the size and number of stadiums booked, it is quite possible to happen again,” said Gary Adler, NATB Executive Director and Counsel.

“Whenever you buy, it’s important to ensure you are purchasing from a legitimate ticket resale marketplace or professional ticket broker that offers a moneyback guarantee, and otherwise avoid an offer from a rogue reseller or a website pretending to be the venue or box office, this way your purchase is protected and your tickets are reliable. Through the hard work of its Members, NATB has been a long-time national partner of the Better Business Bureau. The BBB advises consumers to make sure they are purchasing from NATB Members when buying tickets on the resale market.” continued Adler.

While demand for Taylor Swift tickets is extraordinary, it has become common for primary ticket sellers (companies like Ticketmaster hired by event organizers to sell their tickets) to hold back hordes of tickets from going on sale to create artificial scarcity in order to hold prices higher. Often few tickets are offered when tickets go on sale to the public or, in the case of Taylor Swift, the public on-sale was altogether cancelled. There is no transparency around ticket hold backs and NATB has long called for this to change. Indeed, NATB was an original endorser of the federal BOSS Act introduced in Congress which would have required such disclosure.

As is usual, rather than disclosing how many tickets actually went on sale, Ticketmaster stated on November 16, 2022 that it believed its systems were attacked by software bots which forced its pre-sales to slow or crash, the use of such software being illegal under federal law. NATB opposes the use of bots and encourages Ticketmaster to provide evidence of this to federal authorities. In any event, Live Nation/Ticketmaster has recently stated it intends to capture what is now the resale market. The Taylor Swift fiasco is what happens when it implements that policy.

“NATB and its Members have long opposed the use of bots and we advocated for the passage of the federal BOTS Act in 2016,” said Adler. “While there may be rogue and offshore brokers using bots, NATB is against it. We believe people should be buying tickets when they go on sale, not nefarious software.”

When buying tickets, NATB offers the following tips for consumers:

- **Consider your source.** Know the difference between a professional ticket broker (a legitimate reseller that provides refund protection) and an unregulated and unlicensed ticket seller, and a scammer selling fraudulent tickets. Do not buy from a sketchy website or on the street corner or outside of the event. Most tickets will be digital.
- **Check out the seller.** Check to see if they are a Member of the National Association of Ticket Brokers. NATB Members offer a 200% purchase guarantee on tickets. Look up the seller on [VerifiedTicketSource.com](https://www.VerifiedTicketSource.com) or NATB.org to confirm you are buying from an NATB-member resale company. Look them up on [bbb.org](https://www.bbb.org) to learn what other customers have experienced.
- **Know the refund policy.** You should only purchase tickets from a ticket reseller that provides clear details about the terms of the transaction. NATB Members for example provide 200% refund protection for tickets purchased directly through one of their companies, and the major online resale marketplaces offer a 100% moneyback guarantee.
- **Be sure of the seat location and delivery date.** Sellers should disclose to the purchaser, prior to purchase, the location or zone of the seats; and, if the tickets are not available for immediate access to the purchaser, disclose when the tickets will ship or be available for pick up. This can sometimes be 48 hours prior to the event.
- **Use payment methods that come with protection.** Always use a credit card so you have some recourse if the tickets are not as promised. Debit cards, wire transfer or cash transactions are risky; if the tickets are fraudulent, you won't be able to get your money back.
- **Be wary of advertisements.** When you search the web for online tickets, advertisements for cheap tickets will often appear. Use good judgment; some of these ads are going to be scams, especially if the prices are low.

ABOUT NATB: The National Association of Ticket Brokers was formed in 1994 to establish an industry-wide standard of conduct and to create ethical rules and procedures to protect the public. Today NATB is comprised of approximately 200 professional ticket resale companies. While the goals of the NATB are many, its primary goal is to represent the interests of legitimate ticket brokers by promoting consumer protection and educating the public about the industry. This is done by assuring the public that when dealing with an NATB Member, they are working with an honest, reliable broker that will deliver what is promised. In addition, the NATB provides a platform that allows the public to report unethical conduct by ticket brokers.