



## **Consultation on the Resale of Tickets for Entertainment and Sporting Events**

### **Cumann Lúthchleas Gael**

#### **GAA Submission 2017**

Q1- The GAA's approx. proportional of primary ticket sales is as follows (based on 2016 sales):

- 58% GAA channels
- 12% On-line
- 19% Retail
- 11% Box Office

Q2- There would be approx. 6-8 GAA events a year which give rise to secondary sales. These fixtures would generally be sell-out games, sought after fixtures such as Club, Provincial and All-Ireland Finals and Semi-finals. These events would usually take place in our major venues e.g Croke Park, Semple Stadium etc.

Q3- It is difficult to put an accurate estimate on the number of GAA tickets for sale on the secondary market. Whilst we can monitor on-line sales it is difficult to put a figure on the number of tickets for sale on various websites and almost impossible to calculate the off-line secondary market.

Q4- Fake/Fraudulent Tickets has not been a problem for the GAA. However, the non- delivery of tickets has been an issue for large events such as All Ireland finals. Approx. 100-150 public tickets are reported missing or are not delivered successfully for each final. This is only 0.002% of overall distribution. On average 60-70 of these tickets are produced on match day and are not valid for entry.

Q5- Tickets for our highest profile GAA events, i.e. All Ireland Football and Hurling Finals do not go on public sale. For a high demand event, such an Ireland Semi Final approx. 35% would go on public sale.

Q6- Yes we are aware of tickets supplied to secondary market. We do not put tickets on public sale for GAA All Ireland Finals so tickets on secondary market are supplied by primary market. The scale of this is difficult to estimate.

Q7- Any GAA tickets for re-sale above face value are classified as secondary market. Again, it is difficult to estimate due to the GAA's unique ticket distribution system for All Irelands. The secondary market does not receive any preferential terms from the GAA.

Q8. We have no evidence to support this.

Q9. On-line or traditional and off-line methods of purchasing tickets. For example, retail outlets. (subject to a limit of 8 tickets per person, limit lowered for high demand events).

Q10. Most ticket re-selling occurs on Irish websites but we have encountered overseas incidents including British & US sites. The overseas would represent a small proportion.

Q11. The GAA drives education and awareness campaigns around high demand events for our members and supporters. This includes media, press and direct messaging about the risks involved purchasing a GAA ticket from a secondary market. Approximately 200 tickets for our highest profile fixtures are cancelled for breach of our ticket rules. Anyone in receipt of such cancelled tickets will be denied entry to the stadium.

Q12. In most instances, no they do not engage with the GAA to eradicate this practice. They should assist and in instances they are required to they should be obliged to do so. We have successfully engaged with one Irish company whose interests are to protect their customers and our supporters. They do not allow any tickets above face value to appear on their sites.

Q13. No they shouldn't. The GAA would not engage in this practice.

Q14. The GAA's pricing structure does not include dynamic or platinum pricing.

Q15. Dynamic pricing will not be deployed by the GAA for the foreseeable future.

Q16. The GAA have a unique distribution structure whereby tickets are allocated to County boards and Clubs for GAA All Ireland Finals. We monitor the movement and distribution of tickets to club members as best as possible subject to obvious limitations. Legislation would aid us greatly to minimise this activity.

Q17. We do not have any evidence of Bots but we continue to follow industry patterns and monitor on-line sites. We work closely with our ticketing providers tickets.ie for on-going development of our ticketing systems.

Q18. They assist but do not curb the practice completely. GAA tickets are transferable and therefore personalised tickets are currently not an option. Paperless tickets such as wristbands are successful for music events but this would not work for larger scale reserved seating sporting events.

Q19. No, we do not offer refund or exchange. This facility would facilitate the secondary market and encourage the on-going practice of over priced tickets. Advanced warning is given to all our members and supporters as mentioned above and compensation is not available if patrons engage in the secondary market. We see no merit in such.

Q20. No. They are selling over-priced tickets at the risk of same being cancelled by the event organiser.

Q21. Yes, absolutely. The current legislation in no way reflects the technological developments of recent decades. It does not act as an incentive for the civil authorities to challenge the on-street touting at our fixtures or extortionate pricing on on-line sites. Any change to the current legislation would help protect consumers, our members and the organisation. Touting in its various forms should be classified as a criminal activity with appropriate penalties in place, whether this be on the street, on-line or private trading of tickets above face value or fraudulent tickets.