

New research shows Irish ticketing legislation has increased dynamic pricing without promised consumer benefits

Fair Ticketing Alliance warns of similar unintended consequences in the UK if the Government rushes ahead with ticketing legislation [here](#)

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The Fair Ticketing Alliance (FTA) today released new research revealing that Ireland's much vaunted anti-resale ticketing law ['Sale of Tickets Act'] has failed to deliver for fans. Instead, it has driven up prices and reduced access. The findings come as the UK government considers similar proposals under its "Putting Fans First" consultation.

"Ireland's ticket ban was meant to help fans, but it's made things worse. Prices have soared, tickets are harder to get, and fans feel shut out. The UK must not follow Ireland down this dead end," said FTA Chairman Stephen Lee. "If we want a fair market, we need transparency, real competition, and flexibility, not more broken promises."

Independent research conducted by RedC of a nationally representative sample of adults in the Republic of Ireland found:

- 65% believe the law has led official sellers to ramp up dynamic pricing, making tickets even more expensive.
- 80% of Irish adults who tried to buy tickets in the past year struggled to secure them for major events; nearly half (49%) said it was "very difficult".
- Only one in three (34%) feel the law has made it easier to get tickets; just one in twelve "strongly agree" it helped.
- Less than half (45%) think the Act has reduced inflated resale on unofficial channels.
- Young adults (18–34) are hit hardest, with three-quarters trying to buy tickets but facing the biggest barriers.

"Our research is a wake-up call: Ireland's ban hasn't fixed the market-it's handed more power to big ticketing companies and left fans out in the cold," said Lee. "The UK must learn from Ireland's mistakes and focus on real solutions."

The FTA's key recommendations to the UK Government's "Putting Fan's First" consultation include:

- Require clear, upfront disclosure of all pricing, including dynamic pricing
- Before acting on secondary ticketing, the primary market should be opened up to more agents to boost competition
- Let fans resell tickets safely and legally through a new licensing system, rather than forcing the market underground

"The Irish experience is lauded by many as a panacea, but all it goes to prove is that banning resale above face value doesn't solve the real problems," Lee added. "We need transparency, competition, and flexibility for fans."

The Fair Ticketing Alliance (FTA) is a UK-based organisation advocating for a fair, transparent, and flexible ticketing market for all live entertainment fans.

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Contact Information

For more information on the FTA's consultation response or to request a copy of the full research report, please contact: chair@fairticketing.org.uk

Notes to Editors:

The full research was conducted between 14th and 19th February 2025 with a nationally representative sample of 1,029 adults in the Republic of Ireland.

The UK government consultation "Putting Fans First: call for evidence on pricing practices in the live events sector" opened in January 2025 and closed earlier this month.

The Sale of Tickets Act came into effect in Ireland in July 2021.