

Salt Lake City

Scattered Clouds

41°

Weather | Traffic

Deseret News

SEARCH DESERETNEWS.COM GO

Powered by Google™



UPDATES: UTAH LEGISLATURE



The World's Best Email Marketing Tool

iContact
Email Marketing Simplified™

15 Day FREE Trial!!!



OBAMA'S FIRST 100 DAYS

Home Utah Sports Life Entertainment LDS Newsline Movies Multimedia Opinion Business World & nation Blogs Obituaries Classifieds

Primary and secondary ticket sales debated in S.L.

By Brice Wallace

Deseret News

Published: Friday, Feb. 6, 2009 9:57 p.m. MST

1 comments

SHARE | E-MAIL | PRINT | FONT + -

So you snatched a \$10 ticket to a late-September baseball game for \$1 by using a secondary ticket-seller affiliated with the team's primary ticket operations.

Good for you. Bad, perhaps, for the season-ticket holder in the next seat over, who is stewing because he paid full price. And it's that scenario that also might be bad for the team or venue operator in the long run.

The constant give-and-take between primary ticket sellers and secondary ticket sellers (think StubHub) was debated Wednesday in Salt Lake City during a breakout session at the International Ticketing Association's annual conference and exhibition.

Some speakers contended that primaries that once considered secondaries nothing but trouble nonetheless need to forge partnerships with them now. That way, loyal customers are happy because sometimes they can get a better deal for tickets or be able to sell tickets they no longer want. But one speaker said such partnerships could end up hurting ticket sales in the long run.

Donald Vaccaro, chief executive officer of TicketNetwork, said venue operators or teams face a "cannibalization factor" if they use secondary sellers to make last-minute deals with ticket buyers. Season-ticket holders are left wondering what their tickets are worth and may think twice before renewing their ticket packages the next season, he said.

Story continues below

"Is it worth it, if you are a venue, to integrate your tickets, where you free-float the price — allow consumers to sell those tickets at any price they want on a secondary market or exchange — is it worth it to you as a venue for that incremental revenue you get, to risk cannibalizing your business on that?" Vaccaro asked a crowd of about 120 people at the Salt Palace.

Major-league baseball teams will find out by next year if it has an effect, "once fans know that the secondary market is integrated with the primary and you can buy tickets a lot cheaper on the secondary markets for a lot of games," he said.

But other people said having primary and secondary sellers working together helps the primaries, who can gather better data about the ultimate customers, retain service fees or other revenues that otherwise would be lost, and better control ticket activities and team brands.

Jane Kleinberger, co-founder of Ticketmaster-Irvine, said secondary markets help primary sellers determine the "liquidity value" of a ticket. "We realize it's hard to price the ticket the first time," she said.

But she urge primaries to get involved in secondary-market programs. Many primaries are doing nothing, she said. "And you know what happens if you do nothing," she said. "You lose absolutely all control, your consumers will find multiple avenues and you will become another victim and not a participant."

Derek Palmer, chief commercial officer for Tickets.com, said technology now allows teams to provide "cutting-edge offers to the fan" through secondary sellers "in a safe, sanctioned, validated environment." And teams or venues capture revenues that otherwise would have gone entirely to the secondaries.

Perhaps more important, he said, is that teams using secondary sellers can

Latest updates

Most popular

Most commented

- Oil spikes on rumors of oil cuts 1:31 p.m.
- First edition Harry Potter sells for... 1:26 p.m.
- Jack White chases his muse 1:21 p.m.
- 'Spider-Man' set for Broadway 1:21 p.m.
- Hatch wants air tankers replaced 1:20 p.m.
- Pages of Buck's 'Good Earth' return 1:18 p.m.
- Gas leak forces evacuation 1:08 p.m.
- Helicopter ditches in Atlantic 1:00 p.m.
- Legislature honors life of Miller 12:30 p.m.
- Car dealers surrender in Tooele 12:24 p.m.

Latest comments

A 'sorry and ashamed' Bernard Madoff pleads guilty

Lynne Carr said:

I feel sorry for him, as I do all his victims. If he confessed to his sons...

ADVERTISEMENTS

... maybe more important, no data, no that teams using secondary vendors can find out more about the people ultimately using their tickets — what merchandise they bought at the game and other spending data. Then teams can better target their marketing to them.

E-mail: bwallace@desnews.com

Recent comments

1 comment

If the sporting industry and special venues want fans and support...
Consistency | Feb. 7, 2009 at 5:02 a.m.



Add your comment