



“ALL-IN PRICING” REMINDER FOR LICENSED TICKET RESELLERS

On June 30, 2022, new consumer protection laws relating to the sale of tickets to places of entertainment went into effect. [L 2022, ch 358, Part B](#). The laws require, in part, sellers and resellers of tickets to disclose the total cost of a ticket, up front, and clearly and conspicuously disclose the amount of the price that is made up of fees and other charges.

What is “All-In Pricing”?

Generally, “All-In Pricing” requires “disclosure of the total price and fees [to] be displayed in the ticket listing prior to the ticket being selected for purchase. The price of a ticket may not increase during the purchasing process. The total price of a ticket must be disclosed at the beginning of a transaction at the first instance a price is shown.” New York Sponsors Memorandum, 2022 S.B. 9461.

The new law expressly states, in part, “[t]he price of the ticket **shall not increase** during the purchase process, excluding reasonable fees for the delivery of non-electronic tickets based on the delivery method selected by the purchaser, which shall be disclosed prior to accepting payment therefor.” N.Y. Arts & Cult. Aff. Law § 25.07 (4)(emphasis added). Accordingly, if the consumer selects to purchase a ticket electronically, at the start of the transaction, the total ticket price shall not increase during the period it takes the consumer to purchase the ticket (e.g., finish the online transaction).

When does “All-In Pricing” need to be disclosed?

The “All-In Price” must be disclosed to the consumer **before** the consumer selects the ticket for purchase. N.Y. Arts & Cult. Aff. Law § 25.07 (4).

Does the Department have more information on “All-In Pricing”?

Yes, for additional information on “All-In Pricing” please follow this link for [prior agency guidance](#).

If I have more questions, where can I get help?

Licensed resellers may contact the Department at: licensing@dos.ny.gov or contact 518-474-4429. Call Center Representatives are available from 8:30am to 4:30pm Monday through Friday except on Legal Holidays. Additional information is also available at our website: <https://dos.ny.gov/ticket-reseller>.