AN ACT

To amend and reenact R.S. 4:1, relative to the sale of admission tickets; to require the ticket value to be printed on its face; to provide for a penalty; to authorize the resale of tickets via the internet pursuant to certain requirements; to provide for certain exceptions; and to provide for related matters.

Be it enacted by the Legislature of Louisiana:

Section 1. R.S. 4:1 is hereby amended and reenacted to read as follows:

§1. Unlawful to sell tickets for more than the price; total cost of tickets to be printed on each

A. All admission tickets to any athletic contest, dance, theater, concert, circus, or other amusement shall have the price paid for the ticket, excluding order processing and delivery charges, printed on the face of the ticket, except as otherwise provided in Subsection D of this Section.

B. Except as provided in Subsection E of this Section, no person shall resell or offer to resell such admission ticket for an amount in excess of the price printed on the face of the ticket.

C. Whoever violates this Section shall be fined not less than one hundred dollars and imprisoned for thirty days, nor more than five hundred dollars and imprisoned for ninety days.
D. In connection with the sale of tickets to athletic contests of institutions of higher education, contributions or other payments in excess of the printed price requested by or made to the institution or to an alumni organization or foundation which is organized for the primary purpose of providing support to the institution and which has been recognized as an approved support organization by the board of the institution shall be allowed.

E. Nothing shall prohibit the resale or offering for resale via the Internet of an admission ticket, at any price, to an athletic contest, dance, theater, concert, circus, or other amusement, if the organizer of the event and the operator of the location where the event is occurring authorize admission tickets to such event to be resold for more than the price printed on the face of the ticket. If such resale is authorized, any admission ticket to the event may be resold or offered for resale through any website if such website's operator guarantees a full refund of the amount paid for the ticket under each of the following conditions:

(1) The ticketed event is canceled.

(2) The purchaser is denied admission to the ticketed event, unless such denial is due to the action or omission of the purchaser.

(3) The ticket is not delivered to the purchaser in the manner described on such website or pursuant to the delivery guarantee made by the reseller and such failure results in the purchaser's inability to attend the ticketed event.

F. A website operator's guarantee pursuant to Subsection E of this Section shall be posted on the operator's website and a prospective purchaser shall be directed to such guaranty before completion of the resale transaction.

G. A refund issued by a website operator pursuant to any of the conditions provided for in Subsection E of this Section shall include any servicing, handling, or processing fees unless such fees are declared nonrefundable under the terms of the guarantee.
The provisions of Subsection C of this Section shall not apply to:

1. University sports event tickets specially allocated to Louisiana legislators.
2. Student tickets issued by Louisiana universities for sporting events.

If authorization to resell an admission ticket for more than the price printed on the face of the ticket is not granted by the organizer of the event and the operator of the location of the event pursuant to Subsection E of this Section, no person or entity shall resell an admission ticket for more than the price printed on the face of the ticket.

CODING: Words in struck through type are deletions from existing law; words underscored are additions.
(1) The event is canceled.

(2) The buyer is denied entry at no fault of the buyer.

(3) The ticket is delivered in a manner not stated on the website or not guaranteed by the reseller and the buyer is unable to attend.

Proposed law repeals present law to the extent that no authorization is needed by the organizer or operator as long as the other requirements are met.

Present law requires a website operator to post the guarantee made pursuant to present law on the operator's website and further requires that prospective buyers be directed to the guaranty prior to the transaction.

Present law requires refunds guaranteed pursuant to present law to include all fees incurred during the transaction unless the fees have been declared nonrefundable.

Present law provides for an exception to the provisions of present law relative to internet resale for university sporting event tickets provided to La. legislators and student tickets for sporting events at La. universities.

Proposed law retains present law.

(Amends R.S. 4:1)