

Ticket Protection: A Win-Win Solution for Event Organizers and Attendees

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According to a [recent survey](#) of TheaterMania subscribers, devoted eventgoers attend an average of four to five different types of live events each year – which is excellent news for our industry. However, unforeseen circumstances can sometimes prevent ticket holders from attending an event, resulting in no-shows or refund requests. This is where ticket protection can benefit both the buyer and seller. Offering protection for event tickets can provide peace of mind for buyers and minimize the risk of lost revenue for sellers. In fact, 1 in 4 eventgoers want the option to purchase ticket protection at the time of sale, highlighting the importance of this offering in the event industry.

Offering ticket protection as an option can increase customer satisfaction and loyalty by demonstrating a commitment to customer service, reducing the stress and anxiety associated with purchasing event tickets, and helping customers feel confident in their decision to buy tickets. By providing a safety net in case of unforeseen circumstances, such as illness, customers are more likely to purchase tickets and return for future events. This can lead to increased revenue for the event seller and a positive experience for the customer.

“I used to feel hesitant about buying tickets in advance because I never knew what might come up that could prevent me from attending. But knowing that there is an option for ticket protection gives me peace of mind and makes me more likely to take the plunge. I’m almost more likely to purchase directly from the venue, since I don’t get the same options with third-party vendors.” – **Satisfied Patron**

Many ticket protection partners now offer simplified terms and conditions for their policies, making it easier for event attendees to understand what is covered and what is not. This can be especially helpful for those who may be intimidated by the legal language often found in insurance policies. By breaking down the terms and conditions in plain language, protection partners are able to make their policies more accessible and transparent for patrons. This can increase the likelihood of patrons purchasing protection for their event tickets, leading to a more positive experience for both the attendee and the event organizer.

“At AudienceView, we are committed to providing our clients and their patrons with a transparent and trustworthy ticketing experience. By offering protection policies with clear terms and conditions and accessible coverage options, we can provide our customers with peace of mind and a positive experience. It aligns perfectly with our values and our mission to be people-first.” – **John Grassey**, Product Manager, AudienceView