

City Auditor's Highlights

Audit of Neal S. Blaisdell Ticket Sales Operations, Resolution 19-264

Report No. 20-06



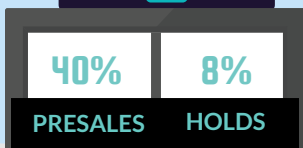
Insider Holds and Presales reduce the number of tickets available to the general public and restricts accessibility for local residents.



The Department of Enterprise Services (DES) hosts a diversity of entertainment, concerts, sports expositions, cultural and educational events for the citizens of Hawaii at its Blaisdell Facilities. However, when it comes to concerts and the availability of tickets, sales and promotions the Blaisdell's role and responsibilities as the venue operator are limited. Despite DES limited role in influencing ticket sales, pricing, and promotions, we found that DES does not fully utilize its leverage to influence artists and promoters to prioritize local access to tickets.

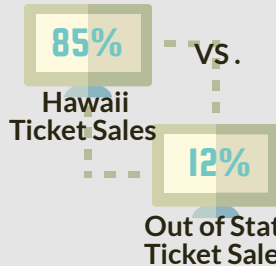
Ticket holds and presales restricted public ticket availability by 7 to 93 percent.

Tickets Sold



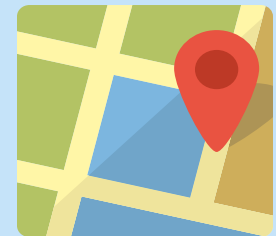
On Average presales and holds accounted for 48% of tickets sold to the highest revenue-producing shows held at the Blaisdell Center, with one show selling 93% of tickets before the general public sale.

Robot/ Bulk online ticket sales do not have a significant impact on local ticket sales availability.



Examining the 7 highest revenue producing shows in 2019 we found that, on average, 85% of total ticket sales were purchased by Hawaii residents. Based on our findings we determined that outside bot sales do not pose a significant threat to local ticket accessibility.

DES does not effectively enforce geo limiting or other controls designed to prioritize local access.



DES implemented geo limiting protocols for 10 of the 31 events we reviewed, but did not enforce or monitor tickets sold under those restrictions. By not enforcing and monitoring ticket sales the department missed opportunities to maximize local access to popular Blaisdell Center events.

| | Artist | Presales | Presales % | Holds | Holds % | Total % |
|-----------------------|-----------------------------|--------------|------------|------------|-----------|------------|
| 2019 | Def Leppard | 3,753 | 32% | 1,168 | 10% | 42% |
| | Kevin Hart | 461 | 4% | 217 | 2% | 7% |
| | Lionel Richie | 4,943 | 36% | 616 | 4% | 40% |
| | Thomas Rhett | 3,469 | 43% | 1,051 | 13% | 56% |
| 2018 | Diana Ross | 4,242 | 64% | 260 | 4% | 68% |
| | Luke Bryan | 5,926 | 49% | 382 | 3% | 52% |
| | ASAP | 0 | 0% | 3,469 | 48% | 48% |
| 2017 | The Cure | 4,001 | 43% | 806 | 9% | 51% |
| | Earth, Wind and Fire | 5,158 | 74% | 555 | 8% | 82% |
| | Mariah Carey | 17,740 | 85% | 1,610 | 8% | 93% |
| | Journey | 4,784 | 28% | 1,006 | 6% | 34% |
| | Adam Sandler | 2,162 | 35% | 193 | 3% | 38% |
| 2016 | Hall and Oates | 2,295 | 33% | 151 | 2% | 35% |
| | Janet Jackson | 17,523 | 87% | 881 | 4% | 92% |
| | Kevin Hart | 5,015 | 26% | 1,092 | 6% | 32% |
| 2015 | Elton John | 196 | 2% | 205 | 3% | 5% |
| | Diana Ross | 5,363 | 41% | 531 | 4% | 46% |
| Total Averages | | 5,119 | 40% | 835 | 8% | 48% |

We made 8 recommendations to improve Blaisdell Center ticket operations and ensure that local residents have access to popular Blaisdell Center events. The Managing Director and Department of Enterprise Services expressed general agreement with the report's findings and recommendations.



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