

[Inside: Credit cards](#) | [Secured credit cards](#)[Site Tour](#) | [Feedback](#) | [Glossary](#)[Home](#) | [News & Advice](#) | [Compare Rates](#) | [Life & Money](#) | [Calculators](#)[Mortgage](#) | [Home Equity](#) | [CDs & Investments](#) | [Checking & Savings](#) | [Auto](#) | [Credit Cards](#) | [Debt Management](#) | [Insurance](#) | [College Finance](#) | [Retirem](#)

- advertisement -

## Big summer concerts mean big prices

[Leah Gliniewicz](#)

The bill for this summer's concert season won't include many 'pallooza-like music festivals, but a plethora of shows is expected.

But be prepared to hand over a fistful of cash to hear an earful of live music acts.

High prices drove North American ticket sales to \$1.5 billion dollars in 1999, breaking a \$1.4 billion record set in 1994. Promoters started raising their prices in 1994 to narrow the gap between a ticket's face value and the prices charged by scalpers and ticket brokers.

By 1999, the average ticket price of the top 50 tours in North America had reached \$43.63, says Gary Bongiovanni, editor-in-chief of Pollstar Inc., a music industry trade magazine and online service in Fresno, Calif. That is an increase of more than \$10 per ticket from 1998 -- a 30 percent jump in one year.

Ticket prices are also linked to audience demographics, he adds. Elton John tickets fetch higher prices than Blink 182 tickets because John's audience represents a higher income level.

### A diverse line-up

Regardless of your income, you can probably find a summer concert to fit your budget. The season is a bread-and-butter time for the concert industry. Bongiovanni says two-thirds of annual concert revenues are made between Memorial Day and Labor Day; much of this is due to the outdoor amphitheaters.

Some of the most requested seats include those for: The Summer Sanitarium tour featuring Metallica, Korn and Kid Rock; the Dave Matthews Band; the Dixie Chicks; 'N Sync; Pearl Jam; and The Who, according to Pollstar.com.

Tickets through [Ticketmaster Online](#) for Summer Sanitarium are \$65, Dave Matthews Band tickets range from \$30.50 to \$46.50 and 'N Sync tickets cost as much as \$62.

Bongiovanni says ticket promoters tell him fans are buying tickets and that business is very healthy.

Although a small breed, multi-act concert festivals will tour, too. The Furthur Festival, founded by the remaining members of the Grateful Dead, will resurrect itself this year after taking last summer off. The Ozzfest 2000 tour will go from July to September and will include Ozzy Osbourne, Godsmack and Ministry with Ticketmaster Online tickets ranging from \$35.25 to nearly \$60. The Vans Warped Tour 2000 will kick off in June and include Green Day and the Mighty Mighty Bosstones. Tickets range from \$23.25 to \$27.75.

"I think a lot of the uniqueness of these events has been usurped by the increasing number of radio station shows," Bongiovanni says. It's hard for the festivals to compete when radio stations are putting on multi-band concerts for as little as \$10 or \$20 a ticket -- even if the artists sing only one or two songs in a 20-minute set instead of performing a full 90-minute set.

### If money is no object

If you want hard-to-get tickets to a hot show, or you weren't lucky enough to score those coveted front row seats, you might want to head to a ticket broker. But plan on paying more than the price printed on the ticket. Depending on demand and how much brokers pay to get tickets, the price could be much higher. Sixth-row tickets to The Who go for \$625 a pair at [Ticketbroker.com](#). Dave Matthews Band tickets in section 11, for rows 16 through 20 at Giants Stadium are \$300 each at [Ticketsnow.com](#).

## Going gratis

But if you're lucky enough to catch the Limp Bizkit "Back to Basics" tour this summer, you won't have to spend a dime. [Napster.com](http://Napster.com), a song-swapping software Web site based in San Mateo, Calif., will foot the bill for the tour, which begins in July.

The Recording Industry Association of America and performers Metallica and Dr. Dre are suing Napster for alleged copyright infringement.

"It's a great publicity stunt and one which will really resonate with their fans," Bongiovanni says. "Many of whom I'm guessing really like Napster and all of whom appreciate a free concert."

-- Posted: May 9, 2000

 Top

- advertisement -

[About us](#) | [Advertise with Bankrate](#) | [Partners](#) | [Press Room](#) | [Investor Relations](#) | [Contact Us](#) | [Sitemap](#)

[Understanding Bankrate's rate averages](#)

© 2009 Bankrate, Inc. All Rights Reserved. [Privacy](#) | [Terms of Use](#)