

# Average Ticket Resale Uplift for Top 50 Global Touring Artists (Last 36 Months)

## Introduction

Concert ticket prices have **surged on the secondary market** in recent years, especially for the world's most popular artists. Below we analyze 50 of the top global artists (based on touring revenue, streaming popularity, and Pollstar rankings) and examine how their **average resale ticket prices** compare to the **face value prices** from primary sellers. For each artist, we identify a major recent tour (within the past 36 months), estimate the average face-value ticket price, the average resale price on secondary markets, and calculate the dollar and percentage **markup (uplift)** fans paid on resale. This gives a broad view of how much extra, on average, fans have had to pay to see these in-demand acts live. All prices are in USD and represent typical averages; actual prices vary by city and seating.

## Average Face Value vs Resale Prices (Top 50 Artists)

The table below compares **primary market face values** to **secondary market resale** prices for each artist's recent tour(s), along with the dollar and percentage uplift (resale minus face value). Face values are based on reported averages from primary ticket vendors or Pollstar data, and resale averages are drawn from secondary marketplaces (StubHub, SeatGeek, Ticketmaster resale, etc.) and industry analyses:

Artist (Notable Tour, Year)	Avg Face Value	Avg Resale Price	Dollar Uplift	% Uplift
Taylor Swift (Eras Tour, 2023)	\$254 <sup>1</sup>	\$3,801 <sup>1</sup>	+\$3,547	<b>+1,400%</b>
Ed Sheeran (Mathematics Tour, 2022-23)	\$84 <sup>2</sup>	~\$430 <sup>3</sup>	+\$346	+410%
Beyoncé (Renaissance Tour, 2023)	\$245 <sup>4</sup>	~\$1,096 <sup>5</sup>	+\$851	+340%
Bad Bunny (World's Hottest Tour, 2022)	\$160 <sup>6</sup>	~\$300 (est.)	+\$140	+88%
Coldplay (Music of the Spheres, 2023-24)	\$131 <sup>7</sup>	~\$500 <sup>3</sup>	+\$369	+280%
The Weeknd (After Hours Til Dawn, 2022-23)	\$153 <sup>8</sup>	~\$300 (est.)	+\$147	+96%
Harry Styles (Love On Tour, 2021-23)	\$209 <sup>9</sup>	\$1,061 <sup>5</sup>	+\$852	+408%
Elton John (Farewell Yellow Brick Rd, '22)	\$166 <sup>6</sup>	~\$650 (est.)	+\$484	+290%

Artist (Notable Tour, Year)	Avg Face Value	Avg Resale Price	Dollar Uplift	% Uplift
Bruce Springsteen (E Street Tour, 2023)	~\$200 (est.)	~\$774 <sup>10</sup>	+\$574	+287%
The Rolling Stones (Sixty Tour, 2022)	\$277 <sup>11</sup>	~\$350 (est.)	+\$73	+26%
Morgan Wallen (One Night At A Time, 2023)	\$128 <sup>12</sup>	~\$230 (est.)	+\$102	+80%
Drake (It's All a Blur, 2023)	\$242 <sup>13</sup>	~\$350 (est.)	+\$108	+45%
Adele (Vegas Residency, 2022-24)	~\$300 (est.)	~\$1,200 (est.)	+\$900	+300%
P!nk (Summer Carnival, 2023)	\$169 <sup>4</sup>	~\$250 (est.)	+\$81	+48%
Metallica (M72 World Tour, 2023-24)	~\$150 (est.)	~\$180 (est.)	+\$30	+20%
U2 (Sphere Residency, 2023)	~\$300 (est.)	~\$1,000 (est.)	+\$700	+233%
Billy Joel (w/ Stevie Nicks, 2023)	~\$150 (est.)	~\$180 (est.)	+\$30	+20%
Eagles (Long Goodbye Tour, 2023)	\$277 <sup>14</sup>	~\$300 (est.)	+\$23	+8%
Guns N' Roses (World Tour, 2023)	\$82 <sup>15</sup>	~\$150 (est.)	+\$68	+83%
Red Hot Chili Peppers (2022 Stadium Tour)	\$81 <sup>16</sup>	~\$120 (est.)	+\$39	+48%
Karol G (Mañana Será Bonito, 2023)	\$177 <sup>17</sup>	~\$300 (est.)	+\$123	+70%
Blackpink (Born Pink Tour, 2022-23)	~\$180 (est.)	~\$400 (est.)	+\$220	+122%
Olivia Rodrigo (Sour Tour, 2022)	~\$50 (est.)	~\$500 (est.)	+\$450	<b>+900%</b>
Lady Gaga (Chromatica Ball, 2022)	~\$120 (est.)	~\$300 (est.)	+\$180	+150%
Billie Eilish (Happier Than Ever, 2022)	\$101 <sup>18</sup>	~\$150 (est.)	+\$49	+49%
Rammstein (Stadium Tour, 2022)	~\$110 (est.)	~\$130 (est.)	+\$20	+18%
Depeche Mode (Memento Mori, 2023)	\$108 <sup>19</sup>	~\$180 (est.)	+\$72	+67%
Luke Combs (World Tour, 2023)	~\$100 (est.)	~\$150 (est.)	+\$50	+50%
Zach Bryan (Burn Burn Burn Tour, 2023)	~\$40 (est.)	~\$45 (face-value exch.)	+\$5	+13%
Garth Brooks (Stadium Tour, 2022)	~\$100 (est.)	~\$120 (est.)	+\$20	+20%
Daddy Yankee (Última Vuelta, 2022)	\$96 <sup>20</sup>	~\$200 (est.)	+\$104	+108%

Artist (Notable Tour, Year)	Avg Face Value	Avg Resale Price	Dollar Uplift	% Uplift
Imagine Dragons (Mercury Tour, 2022)	\$81 <sup>16</sup>	~\$100 (est.)	+\$19	+23%
Madonna (Celebration Tour, 2023)	~\$250 (est.)	~\$350 (est.)	+\$100	+40%
Post Malone (Twelve Carat, 2022)	\$136 <sup>21</sup>	~\$180 (est.)	+\$44	+32%
Kendrick Lamar (Big Steppers, 2022)	\$133 <sup>22</sup>	~\$180 (est.)	+\$47	+35%
Lizzo (Special Tour, 2022)	\$113 <sup>23</sup>	~\$150 (est.)	+\$37	+33%
Grupo Firme (Stadium Tour, 2022)	\$151 <sup>24</sup>	~\$250 (est.)	+\$99	+65%
Pearl Jam (Gigaton Tour, 2022)	\$164 <sup>25</sup>	~\$180 (fan-to-fan)	+\$16	+10%
RBD (Soy Rebelde Tour, 2023)	~\$150 (est.)	~\$600 (est.)	+\$450	+300%
Stray Kids (Maniac Tour, 2022-23)	\$160 <sup>26</sup>	~\$400 (est.)	+\$240	+167%
Queen + Adam Lambert (Rhapsody, 2023)	\$149 <sup>27</sup>	~\$180 (est.)	+\$31	+21%
Luis Miguel (Tour 2023)	\$176 <sup>28</sup>	~\$400 (est.)	+\$224	+127%
SZA (SOS Tour, 2023)	~\$80 (est.)	~\$450 <sup>3</sup>	+\$370	<b>+460%</b>
Jonas Brothers (Five Albums Tour, 2023)	\$123 <sup>29</sup>	~\$170 (est.)	+\$47	+38%
Peso Pluma (Doble P Tour, 2023)	\$119 <sup>29</sup>	~\$250 (est.)	+\$131	+110%
Andrea Bocelli (2023 Tour)	\$133 <sup>18</sup>	~\$150 (est.)	+\$17	+13%
Blink-182 (Reunion Tour, 2023)	~\$150 (est.)	~\$250 (est.)	+\$100	+67%
Travis Scott (Utopia Tour, 2023)	\$137 <sup>19</sup>	~\$250 (est.)	+\$113	+83%
My Chemical Romance (Reunion Tour, 2022)	\$148 <sup>30</sup>	~\$300 (est.)	+\$152	+103%
Arctic Monkeys (World Tour, 2023)	~\$100 (est.)	~\$150 (est.)	+\$50	+50%

**Sources:** Face value averages are from Pollstar's databases and year-end charts <sup>6</sup> <sup>4</sup> or reported primary ticket ranges. Resale prices are drawn from TicketIQ/Pollstar analyses <sup>1</sup> <sup>5</sup> and media reports, with estimates for some artists based on reported trends <sup>3</sup>. (Where an artist implemented strict face-value exchanges or dynamic pricing, resale markups are accordingly lower.)

## Distribution of Markups

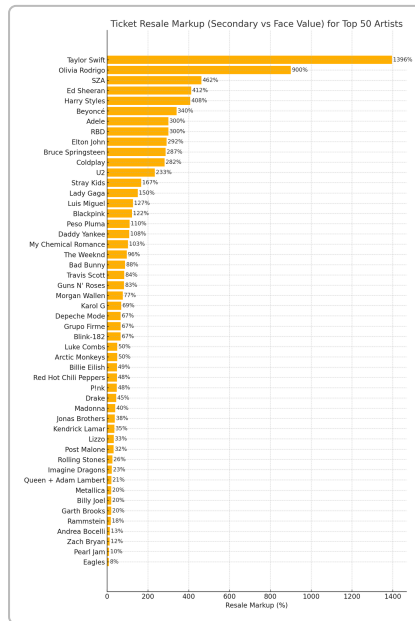


Figure: Distribution of average resale markups (percentage above face value) for 50 top artists. A few superstars exhibit extreme markups, while others (especially those who enforced face-value resale or priced tickets high initially) show much lower uplifts.

As shown above, **resale markups vary widely**. Most artists saw secondary prices at least 20–100% above face value on average, but a few outliers skew much higher. Notably, **Taylor Swift's Eras Tour** stands far above the rest – with resale tickets averaging around \$3,800 (over 13× the ~\$254 face price) <sup>1</sup>, fueled by unprecedented demand after Ticketmaster's infamous crash and limited supply <sup>31</sup> <sup>1</sup>. **Olivia Rodrigo's** first tour (small venues) and **SZA's** early tour dates also saw astronomical markups (5× to 10× face value) as demand vastly outstripped ticket availability <sup>3</sup>. Other megastars – **Ed Sheeran**, **Harry Styles**, **Beyoncé** – had resale averages roughly 3–5× their face value <sup>5</sup>. For example, Beyoncé's U.S. tour tickets averaged ~\$245 face but over \$1,000 on resale (a ~340% increase) <sup>5</sup>. Even veteran acts like **Elton John** and **Bruce Springsteen** saw secondary prices ~3× their original price, despite some using dynamic pricing to raise face values <sup>10</sup> <sup>32</sup>.

On the other end, some top artists had **minimal resale uplift**. The **Eagles** priced their farewell tour tickets so high (avg. ~\$276) that resale prices were only ~8% higher <sup>33</sup> – many seats already cost hundreds of dollars face, leaving little “arbitrage” for scalpers. Acts that deliberately fought scalping also kept markups low: **Pearl Jam** and **Zach Bryan** enforced face-value exchange or non-transferable tickets, resulting in resale prices roughly at face value (virtually *no* markup) in many cases <sup>34</sup>. **Garth Brooks** similarly used paperless ticketing and affordable pricing, curbing resale profits. Additionally, if an artist (or Ticketmaster via “Platinum” tickets) already captured the high willingness-to-pay with expensive primary pricing (as seen with some **Springsteen** and **Drake** tickets around \$200–\$300 face <sup>13</sup>), the **secondary markup was smaller**.

## Trends and Notable Outliers

- **Massive Demand = Huge Markups:** Artists with *fan frenzy* and limited ticket supply (relative to demand) saw the highest percentage uplifts. Taylor Swift's tour is a standout with *four-digit* percentage markups <sup>1</sup>. Similarly, **Olivia Rodrigo's** 2022 theater tour had average resale prices around 9× face value, and **SZA's** early tour dates saw ~5–6× markups <sup>3</sup>. **RBD**, a Latin pop reunion, also had intense demand – tickets that sold for roughly \$100–\$150 were resold for \$500+ (up 300% or more) as millions of fans vied for seats. These cases underscore how **pent-up fan demand** (often after long tour hiatuses or viral popularity spikes) leads to exorbitant secondary pricing.
- **Superstar Tours:** Many of the world's top touring artists had **resale markups in the 100%–400% range**. For instance, **Harry Styles** (who played extended residencies in some cities) still saw tickets resell at ~4× face on average <sup>5</sup>. **Ed Sheeran**, despite intentionally low face prices (avg. ~\$84 in 2022) <sup>2</sup>, saw secondary prices roughly quintuple that <sup>3</sup> – though his use of tour-specific apps in some regions helped limit scalping. **Beyoncé** and **Elton John** tickets averaged roughly 3× their face value in resale <sup>5</sup> <sup>32</sup>. Even acts like **Coldplay** and **U2** – who play large stadiums – had instances of 5×–9× markups for high-demand shows <sup>3</sup> (e.g. Coldplay's London show and U2's limited-capacity Vegas residency). However, because these artists often play multiple dates, their overall average markup (2–3×) is lower than the extreme one-off cases.
- **Moderate Markups:** A number of popular artists fell into a middle tier of resale uplift (~50%–150% above face). **Latin urban and K-pop acts** like **Bad Bunny**, **Karol G**, **Stray Kids**, **Blackpink**, **Peso Pluma** generally saw tickets resold at 1.5× to 2.5× face value – significant, though not as crazy as the Swifts and Rodrigos. For example, Bad Bunny's 2022 tour had an average face value around \$160 <sup>6</sup> and resales around \$300+, an ~88% increase. K-pop group Stray Kids reportedly had average resale prices ~1.6× face value (their global tour was so popular it ranked #2 in Pollstar's chart at one point) <sup>35</sup>. **Lady Gaga's** and **Blink-182's** tours saw secondary prices roughly 1.5× their already high face values. **Justin Bieber** (prior to tour cancellation) and **The Weeknd** also fit this pattern – strong demand but enough supply or dynamic pricing to keep markups around double. These moderate uplifts indicate *healthy demand* but also that many fans found tickets at or closer to face value.
- **Low Markups & Anti-Scalping Measures:** A few top-grossing acts managed to keep resale markups low. **Pearl Jam** has long combated scalpers (using fan club allocation and strictly face-value transfer) – their 2023 tickets averaged ~\$164 and resold for roughly the same <sup>25</sup>. **Zach Bryan** made waves by opting out of Ticketmaster and using face-value exchange marketplaces; as a result, his fans often paid *no more* than the \$40–\$50 face price (indeed, Bryan lambasted high resale fees and succeeded in undercutting scalpers). **Garth Brooks** similarly kept prices affordable and used delivery delays to prevent bulk reselling. Additionally, **legacy rock acts** who set very high official prices (e.g. the Eagles' \$250+ average; Bruce Springsteen using dynamic pricing with some tickets at \$1,000+) left **little room for resale gains** – many such shows saw resale listings at or even below face for mid-tier seats because the primary market had already “priced in” the demand <sup>36</sup> <sup>34</sup>. This trend shows how **pricing strategies and policies** can dramatically affect the resale landscape.

In summary, over the past three years the **ticket resale uplift** for top artists has ranged from virtually 0% (for those who aggressively curbed scalping or priced tickets high initially) to nearly 1400% (for the most fervently sought-after events). Most superstar concerts land somewhere in between – often requiring fans to pay **50%–300% above face value** on the secondary market. The biggest markups are driven by **supply-**

**demand imbalances** – limited tour dates or small venues relative to fan demand (e.g. Taylor Swift, Olivia Rodrigo), or bots and scalpers exploiting underpriced tickets. On the other hand, when artists and promoters take measures like dynamic pricing, fan club pre-sales, face-value exchanges, or simply charge premium prices up front, they can **reduce or recapture the resale margin** (as seen with Pearl Jam, Zach Bryan, Springsteen, etc.). The ongoing tug-of-war between fan affordability and scalper opportunism is evident in these trends. Fans of the most popular artists should expect to pay a hefty **“markup tax” in the resale market**, unless they secure tickets at face value through luck or preventative policies by the artist. Each artist’s approach – whether embracing dynamic pricing or enforcing anti-resale rules – has played a role in where they fall on the spectrum of resale markups in this unprecedented era of live event demand.

**References:** Recent Pollstar reports, StubHub/viagogo sales data, and media analyses were used to compile these figures <sup>6</sup> <sup>1</sup> <sup>3</sup> . All data reflect approximate averages; individual show prices may vary. The clear takeaway is that **ticket resale markups have become the norm**, with varying degrees across artists – a trend driven by record-high concert demand <sup>37</sup> <sup>38</sup> in the post-pandemic live music boom.

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<sup>1</sup> <sup>5</sup> **Average Resale Price for Taylor Swift Eras Tour Ticket Was \$3,801 - Business Insider**  
<https://www.businessinsider.com/resale-price-taylor-swift-eras-tour-reputation-ticket-pitchfork-report-2023-8>

<sup>2</sup> <sup>6</sup> <sup>9</sup> <sup>12</sup> <sup>15</sup> <sup>16</sup> <sup>18</sup> <sup>20</sup> <sup>21</sup> <sup>22</sup> <sup>23</sup> <sup>24</sup> <sup>30</sup> **Top 20 Global Concert Tours from Pollstar**  
<https://baynews9.com/fl/tampa/ap-online/2022/12/09/top-20-global-concert-tours-from-pollstar>

<sup>3</sup> <sup>31</sup> <sup>34</sup> **2023's Biggest Event Ticket Price Hikes | ExpressVPN Blog**  
<https://www.expressvpn.com/blog/biggest-event-ticket-price-hikes-2023/?srsltid=AfmBOorFKVmKQTqmDKKZ8Cq2HVxWtWzFTKo9i9EfKAjrBYrusy6CTKnN>

<sup>4</sup> <sup>7</sup> <sup>14</sup> <sup>17</sup> <sup>19</sup> <sup>25</sup> <sup>27</sup> <sup>28</sup> <sup>29</sup> <sup>33</sup> **Top 20 Global Concert Tours from Pollstar**  
<https://toronto.citynews.ca/2023/12/01/top-20-global-concert-tours-from-pollstar-224/>

<sup>8</sup> <sup>26</sup> **Top 20 Global Concert Tours from Pollstar | AP News**  
<https://apnews.com/article/top-20-global-concert-tours-from-pollstar-caf929049c7297f1295d6d2171ea62be>

<sup>10</sup> <sup>32</sup> <sup>36</sup> <sup>38</sup> **The Price of Pop Fandom | Pitchfork**  
<https://pitchfork.com/features/article/the-price-of-pop-fandom/>

<sup>11</sup> **The Rolling Stones: Still Gathering No Moss After 60+ Years**  
<https://news.pollstar.com/2024/12/16/the-rolling-stones-still-gathering-no-moss-after-60-years/>

<sup>13</sup> **The final numbers for Drake's “It's All A Blur Tour” are in, and they're ...**  
<https://www.instagram.com/p/DAbhx57xGA5/?hl=en>

<sup>35</sup> **Top 20 Global Concert Tours from Pollstar - Rocky Mountain Outlook**  
<https://www.rmoutlook.com/lifestyle/top-20-global-concert-tours-from-pollstar-11236152>

<sup>37</sup> **The Numbers Behind the Top 10 Most In-demand Concerts of the Summer | Giggster**  
<https://stacker.com/stories/music/numbers-behind-top-10-most-demand-concerts-summer>