

# Don't be Taken by 3rd Party Ticket Vendors!

When buying tickets for concerts or sporting events online, be careful that you are buying from the event venue or through their preferred distributor such as Ticketmaster. Third party vendors sell tickets at highly inflated prices, offer no real value to the consumer, and have no ties to the event or venue. They may even start selling tickets to events before the event has been finalized and tickets created, so there is no guarantee that you will actually get the tickets you've paid for! Further, if the event is canceled, it could be difficult to obtain a refund since you will likely have no idea who really sold you the ticket. Third party vendors may have very professional looking websites, built to deceive the customer into believing that they are in fact buying from the venue. Here are some tips to avoid being fooled.

## Google Search

**Google Search for CAJUNDOME**

**Pay-Per-Click Links to 3<sup>rd</sup> Party Vendors**

**Link to Official CAJUNDOME Website**

Search About 722,000 results (0.14 seconds)

**Cajundome Tickets | Lafayette.JustBuyTickets.com**  
Just Buy Cajundome Tickets Concerts Lafayette Louisiana Cajun Dome La

**Cajundome - Home**  
[www.cajundome.com/](http://www.cajundome.com/)  
The CAJUNDOME is a multi-purpose facility that will enhance the entertainment quality of life and the economic vitality of Greater Lafayette by attracting concerts ...  
3 Google reviews

444 Cajundome Boulevard Lafayette, LA 70506-4286  
(337) 265-2100

**Lafayette, LA**  
Change location

**Arena Calendar**  
The CAJUNDOME is a multi-purpose facility that will ...

**Box Office**  
Individual tickets to CAJUNDOME events can be purchased at ...

**Directions / Parking**  
The CAJUNDOME is a multi-purpose facility that will ...

**Convention Center Calendar**  
The CAJUNDOME is a multi-purpose facility that will ...

**Lafayette Cajundome** [Lafayette\\_LA\\_tickets\\_Directions\\_seating\\_chart...](http://Lafayette_LA_tickets_Directions_seating_chart...)  
[www.ticketmaster.com/Lafayette-Cajundome-tickets...](http://www.ticketmaster.com/Lafayette-Cajundome-tickets...)  
Results 1 - 15 of 27 – Find and buy Lafayette Cajundome Lafayette, LA ...  
Thu, Jan 12 University of Louisiana-Lafayette Basketball vs. South ...  
Sat, Jan 14 University of Louisiana-Lafayette Basketball vs. Florida ...  
Sat, Jan 21 Louisiana IceGators vs. Huntsville Havoc

**Cajundome - Directions**

**Events**

Sat, Jan 21 Louisiana IceGators vs. Huntsville Havoc  
More info: [ticketmaster.com](#), [zvents.com](#)

Sun, Jan 22 Reunion  
More info: [ticketmaster.com](#), [zvents.com](#)

Mon, Jan 23 Harlem Globetrotters  
More info: [ticketmaster.com](#), [49st.com](#)

**Details**

At a glance: new kids on the block - monster jam - three days grace - disney on ice - super heroes

**Diagram 1 – Google Search**

When searching Google, there are two kinds of results. At the top of the page, you will get “pay-per-click” links, and below are the links that are most relevant to your search. With the “pay-per-click” links, businesses have paid Google to come up as top ranking, and in the case of searching for a venue or event, they will almost always link to a 3rd party ticket vendor. Diagram 1 shows the results for a Google search for the CAJUNDOME. Notice the top result has a light yellow background. This is the “pay-per-click” result, which in this case, leads to 3rd party ticket vendor.

## Look at the Domain Name

A URL is a string of information used to locate a web page. If you were to think of a website as a house, the domain name would lead to the front door, while a URL could specify any room inside the house. Web Browsers display the URL for the current page at the top of the browser window.

While a web page's title can be anything, each website must register a unique domain name. The most obvious domain name such as "www.cajundome.com" will usually belong to the event venue, while a 3rd party vendor might register domain names that are close, but slightly off such as "cajundometickets.com".

A domain name includes a second-level and top-level domain name. The top-level domain is the ".com" or ".org" at the end of the domain name. There are many top-level domains in use, and generally they describe what type of institution the website belongs to. Of the most common, ".com" is generally used for commercial businesses, ".org" for non-profits, ".gov" for government, and ".edu" for educational institutions. A different top level domain = a different site, so unscrupulous site owner might try to trick people to their site by combining a second-level domain from a known entity with a different top-level domain. An example is "www.whitehouse.com", which was at one time home to a pornographic website. Anyone wishing to learn about the President of the United States should instead visit "www.whitehouse.gov". This is important to our discussion because if you are looking at tickets for a venue at a University, it is likely the venue's domain would be something like www.venuename.university.edu, leaving www.venuename.com available for a 3rd party vendor.

### **URL**

[http://www.cajundome.com/box\\_office.aspx](http://www.cajundome.com/box_office.aspx)

### **Domain Name**

[www.cajundome.com](http://www.cajundome.com)

### **Second-Level Domain Name**

cajundome

### **Top-Level Domain Name**

.com

**Diagram 2 - Understanding a URL**

## **Links to 3<sup>rd</sup> Party Sites**

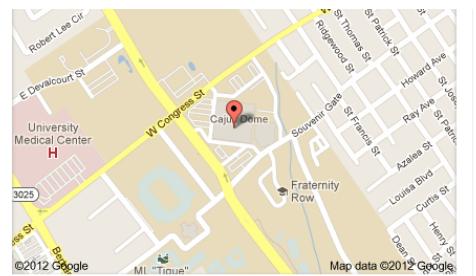
**Title of Webpage**  
URL & Domain Name

[Cajundome Tickets | Lafayette JustBuyTickets.com](http://www.cajundome.com/)  
lafayette.justbuytickets.com  
Just Buy Cajundome Tickets Concerts Lafayette Louisiana Cajun Dome La



**Title of Webpage**  
URL & Domain Name

**Link to Official Site**  
[Cajundome - Home](http://www.cajundome.com/)  
www.cajundome.com/  
The CAJUNDOME is a multi-purpose facility that will enhance the entertainment quality of life and the economic vitality of Greater Lafayette by attracting concerts ...  
3 Google reviews



**Notice that the Title of the Pay-Per-Click site contains "CAJUNDOME". However, only the official site has "cajundome" as its domain name. You have to look very carefully, because the 3<sup>rd</sup> party vendors may try to register the URL that seems like a real site.**

**Title of Webpage**  
URL & Domain Name

**Link to Official Site**  
[Cajundome - Home](http://www.cajundome.com/)  
www.cajundome.com/  
The CAJUNDOME is a multi-purpose facility that will ...  
3 Google reviews

**Address:** 444 Cajundome Boulevard Lafayette, LA 70506-4286  
(337) 265-2100

**Arena Calendar**  
The CAJUNDOME is a multi-purpose facility that will ...

**Box Office**  
Individual tickets to CAJUNDOME events can be purchased at ...

**Directions / Parking**  
The CAJUNDOME is a multi-purpose facility that will ...

**Contact Us**  
Partnership Opportunities · Employment · Contact Us ...

**Arena Tickets**  
The CAJUNDOME is a multi-purpose facility that will ...

**Convention Center Calendar**  
The CAJUNDOME is a multi-purpose facility that will ...

**More results from cajundome.com »**

**Lafayette Cajundome Lafayette, LA tickets Directions, seating chart ...**  
www.ticketmaster.com/Lafayette-Cajundome-tickets.../221703  
Results 1 - 15 of 27 - Find and buy Lafayette Cajundome Lafayette, LA ...  
Thu, Jan 12 University of Louisiana-Lafayette Basketball vs. South ...  
Sat, Jan 14 University of Louisiana-Lafayette Basketball vs. Florida ...  
Sat, Jan 21 Louisiana IceGators vs. Huntsville Havoc

<b>Events</b>		
Sat, Jan 21	<b>Louisiana IceGators vs. Huntsville Havoc</b>	More info: <a href="#">ticketmaster.com</a> , <a href="#">zevents.com</a>
Sun, Jan 22	<b>Louisiana IceGators vs. Pensacola Ice Flyers</b>	More info: <a href="#">ticketmaster.com</a> , <a href="#">zevents.com</a>
Mon, Jan 23	<b>Harlem Globetrotters</b>	More info: <a href="#">ticketmaster.com</a> , <a href="#">49st.com</a>
<b>Details</b>		
At a glance:	new kids on the block - monster jam - three days grace - disney on ice - super heroes	

**Diagram 3 – Finding the Domain Name in a Google Search**

## Comparing the Websites

Third party ticketing sites are well designed and appear to be legitimate. In some ways they are, you will probably get a real ticket if you buy though them. You'll just pay too much. These vendors also cause problems for the venues and snatch up tickets that should be available for the public to purchase at the listed prices.

To compare, I looked up tickets for the same event, a George Strait performance at the CAJUNDOME. The CAJUNDOME website had the ticket price for this event listed as \$69.50 & \$79.50. Tickets could be purchased through the box office or Ticketmaster. The CAJUNDOME does not sell tickets on their own website.

## Ticketmaster

Ticketmaster™ is the authorized distributor of tickets for this event listed on the event website. You do pay a service fee, making the final price \$80.90 & \$91.15 per ticket.

The screenshot shows the Ticketmaster homepage with a search bar for "Enter Artist, Team, or Venue". Below the search bar, there's a navigation menu with categories: Home, Music, Sports, Arts & Theater, Family, and Merchandise. A "Welcome" message and a "My Cart (0)" button are also visible. The main content area displays a promotional image for "George Strait with Martina McBride" featuring both artists. Below the image, event details are provided: "Lafayette Cajundome", "Lafayette, LA", "Fri, Jan 27, 2012 07:30 PM", and a "Recommend" button. To the right, there are social sharing links (Twitter, Email), a "3-Day RETURN POLICY" link, and a note about delivery delays. A "Please Note..." box contains a message about delivery delays. At the bottom, there's a "Buying tickets for friends?" section with information about getting paid back via serve.com/tm.

**Box Office**

**Search for Tickets**

**FULL PRICE TICKETS**

0 Any Price

Section US \$79.50 Ticket + US \$11.65 Fees = US \$91.15  
Best Avail US \$69.50 Ticket + US \$11.40 Fees = US \$80.90

**Note** Tickets may not be available in all price levels and sections.  
**Ticket Limit** There is a 4 ticket limit for the Fan Club Presale and an 8 ticket limit per household for all other tickets.

Per order delivery and/or processing fees are added when applicable.

By clicking on the "Find Tickets" button, or otherwise using this web site, you agree to the [Terms of Use](#). Please note we may cancel any ticket orders that exceed the published ticket limit.

**Lafayette Cajundome**

George Strait

The seating chart for the Lafayette Cajundome shows a large circular stadium layout. The chart is divided into several concentric rings of seating sections, each labeled with a number. The sections are color-coded according to the floor level: Red for Lower, Yellow for Middle, and Blue for Upper. The center of the chart is labeled "STAGE". A legend at the bottom left indicates the color coding: Red for Lower, Yellow for Middle, and Blue for Upper.

## Justbuytickets.com

The justbuytickets.com site mentions “CAJUNDOME” in large type on the banner, but underneath in small type it says “We are a resale marketplace, not a box office or venue.” The only official thing about this site is in the company name, it has no affiliation with the venue. Ticket prices for George Strait are listed at \$114-\$593.

**George Strait & Martina McBride, Cajundome (Advanced)**

The following sets of tickets are available for "George Strait & Martina McBride". To sort the list, click the column header. To purchase tickets from a set, click the "Buy" button in that row.

All prices are PER TICKET and shown in US dollars.

How many tickets do you want?  I'll decide at checkout

What's your price range?  No minimum   No maximum

Section	Row	# Avail	Price (each)	Buy
Upper Level 331	JJ	2 or 4	\$114	<input type="button"/>
Upper Level 331	MM	1 or 3	\$117	<input type="button"/>
Upper Level 331	MM	2 or 4	\$117	<input type="button"/>
Upper Level 331	NN	2 or 4	\$117	<input type="button"/>
Upper Level 331	AA-RR	1-4 or 6	\$119	<input type="button"/>
Upper Level 307	OO	1 or 3	\$129	<input type="button"/>
Upper Level 307	PP	2 or 4	\$129	<input type="button"/>
Upper Level 307	OO	2 or 4	\$129	<input type="button"/>
Upper Level 315	HH	2 or 4	\$131	<input type="button"/>
Upper Level 307	AA-RR	1-4 or 6	\$132	<input type="button"/>
Upper Level 319	AA	1 or 3	\$135	<input type="button"/>
Upper Level 332	MM	1-6 or 8	\$144	<input type="button"/>
Upper Level 315	HH	1-6 or 8	\$154	<input type="button"/>
Upper Level 315	LL	2 or 4	\$163	<input type="button"/>
Upper Level 321	LL	2 or 4	\$163	<input type="button"/>
Upper Level 321	GG	1-6 or 8	\$168	<input type="button"/>

## Cajun.dometickets.org

Again, “CAJUNDOME Tickets” is listed prominently on this site, but Cajun.dometickets.org is a resale ticket vendor with no affiliation to any venue. It does mention this in small type above the seating chart. George Strait tickets are \$145-\$683.

**CAJUNDOME TICKETS**

**Cajundome Tickets Info**

- Independently owned and operated.
- Tickets may be above face value.
- Sales are final unless the event is cancelled and not rescheduled.
- Tickets are not guaranteed to ship immediately.
- A service fee is added to ticket orders at checkout.

Need help ordering? 1-800-282-8495

We are a resale marketplace, not a box office or venue.

Click a section to see information on tickets available there

Qty:  I'll decide at checkout Range:  No minimum  to  No maximum

Section	Row	# Avail	Price (each)	Buy
331	JJ	2 or 4	\$145.00	<input type="button"/>
331	MM	2 or 4	\$149.00	<input type="button"/>
331	MM	1 or 3	\$149.00	<input type="button"/>
331	NH	2 or 4	\$149.00	<input type="button"/>
331	AA-RR	1-4 or 6	\$151.00	<input type="button"/>
307	OO	1 or 3	\$164.00	<input type="button"/>
307	PP	2 or 4	\$164.00	<input type="button"/>
307	OO	2 or 4	\$164.00	<input type="button"/>
315	HH	2 or 4	\$166.00	<input type="button"/>
307	AA-RR	1-4 or 6	\$167.00	<input type="button"/>
319	AA	1 or 3	\$172.00	<input type="button"/>
332	MM	1-6 or 8	\$183.00	<input type="button"/>
315	HH	1-6 or 8	\$196.00	<input type="button"/>
315	LL	2 or 4	\$208.00	<input type="button"/>
321	LL	2 or 4	\$208.00	<input type="button"/>
321	GG	1-6 or 8	\$214.00	<input type="button"/>

Notice the various price points. The official venue website and Ticketmaster.com only lists 2 price points. This should be a sign that the site is a 3<sup>rd</sup> Party Vendor.

## Buying Tickets Before They Go On Sale

When considering purchasing event tickets, please be aware of the On Sale date listed by the Venue. Many third party ticket sites will offer tickets before they actually go on sale and before tickets have been created, so there is no guarantee that you will actually get the tickets you've paid for! As of the date this was written, The Mass Chaos Tour featuring Staind & Godsmack was not yet on sale, yet the website below was already offering tickets to the event at prices well above those published by the venue. Since the event had not yet gone on sale, there is no way for the seller to be able to guarantee these seats as they have not even purchased them yet.

The screenshot shows a search result for "Godsmack, Staind, & Halestorm" at the Cajundome in Lafayette, LA, on Wednesday, April 18, 2012. The page includes a seating chart with row numbers from 109-114 down to 128-129, and section numbers from 000 to 317. A legend at the bottom left of the chart area defines the colors: green for selected, yellow for available, light green for with other tickets, and white for no tickets available.

The Official Ticketmaster page for the Lafayette stop of The Mass Chaos Tour gives you the official on sale date.

The screenshot shows the official Ticketmaster page for the Lafayette stop of The Mass Chaos Tour. It displays the event details (Staind and Godsmack with special guest Halestorm), ticket availability (Onsale to General Public start Fri, 02/03/12 10:00 AM CST), and a seating chart for the Lafayette Cajundome. A red bracket on the left side groups the first two items, and another red bracket on the right side groups the last two items.

It also mentions that the tickets are not yet available through official outlets.

The Official CAJUNDOME Website lists the event in detail. You can check this page for ticketing and event information. There is no link to purchase tickets on the Ticketmaster purchasing page as the event is not yet on sale.

The screenshot shows the Cajundome website with a banner at the top featuring the Cajundome logo and the slogan "where memories are made." Below the banner, there is a section for the "Staind & Godsmack - The Mass Chaos Tour". It includes two promotional images of the bands, their names, the date (April 18th), and time (6:30PM). Below this, it says "TICKETS ON SALE FRIDAY, FEBRUARY 3RD AT 10AM". To the right, there are links for mobile access and app download information. At the bottom, there is a note about ticket prices and tax, along with links for more information.

Here you can find the official ticket on sale date.

## The Real Venue Website

If you pay attention, you should be able to distinguish the venues real site from 3rd party ticket vendors.

The Official CAJUNDOME Logo

The screenshot shows the Louisiana Ragin' Cajuns website. At the top, there is a banner with the Cajundome logo and the slogan "where memories are made." Below the banner, there is a navigation menu with links for Events, Tickets, Guest Services, Venue Rental, Artisan Catering, and About Us. The main content area features a large circular logo for "LOUISIANA'S RAGIN' CAJUNS" with a fleur-de-lis in the center. To the right, there is a section titled "upcoming events" with two entries: "UL Basketball vs South Alabama" on Thursday, Jan 12, 2012, and "UL Basketball vs FIU (Women)" on Saturday, Jan 14, 2012. At the bottom, there are links for "cajundomeinsiders" and "cajundometwitter", along with a "JOIN NOW IT'S FREE" button.

The Official CAJUNDOME Website lists more than just ticketing information.

You will also find links to Official CAJUNDOME Social Media sites.

**The Official  
CAJUNDOME Box  
Office Page can be  
found under the  
“Tickets” link of the  
website. This page  
lists more information  
on where you can  
safely buy tickets to  
CAJUNDOME Events.**

The screenshot shows the Cajundome & Convention Center website. At the top, there is a banner with the Cajundome logo and the slogan "where memories are made." Below the banner, a navigation bar includes links for Events, Tickets, Guest Services, Venue Rental, Artisan Catering, and About Us. A red horizontal line highlights the "Tickets" link. The main content area is titled "boxoffice". It contains information about purchasing tickets, a list of ticketing locations, and a photo of a woman standing at a brick wall with four ticket kiosks labeled 1, 2, 3, and 4. On the left side of the main content area, there is a sidebar with three small photos of people.

#### Tips to recognize an official venue website:

- The venue's official logo included in the page header
- Lots of information about the venue unrelated to ticket sales
- Top spot on in the non-ad sponsored Google results
- The venue's full name as the domain name
- No mention of events at other venues
- Links to an outside distributor such as Ticketmaster for ticket sales. (*Most event venues do not sell tickets on their website, just at their physical box office.*)
- Limited pricing tiers, more than 5 should raise a red flag.

#### Tips to recognize a 3rd party ticket merchant's website:

- Focus on ticket sales with little other information on venue.
- The venue name is large and prominently displayed, but not the actual logo.
- Small acknowledgement that the site is not affiliated with the venue.
- Ticket prices are much higher than advertised.
- Sells tickets for an event not advertised on the venue's website or sells tickets prior to the release date.
- Available seats listed by section and price, with many pricing options. (*Ticketmaster will give you the best available seat with few pricing tiers if applicable.*)
- Domain name is related to venue or arena, but not the actual venue name.