

## #6 Topical Tip

**Make sure you declare booking fees when selling tickets online**

With an increasing number of societies using online booking systems such as NODA Box Office and TicketSource to sell tickets for their shows, it is worth remembering that any additional booking fees must be declared when ticket prices are advertised and during the online purchase process.

If an additional booking fee is being charged on top of the ticket price (e.g., a £10 ticket incurring a £1 booking charge) and ticket prices are advertised, this additional fee must be clearly stated on any advertising for the show, as well as during the online booking process **before the customer reaches the final payment screen.**

If the society is absorbing the cost of the booking fee into the ticket price (e.g., charging £8 per ticket through TicketSource but paying 80p per ticket to TicketSource and only banking £7.20), then the booking fee does not need to be advertised. However, in this instance, the public should be made aware of the cheaper cost of the ticket if they are booking by telephone or in person.

It is also worth bearing in mind that this should be called a 'transaction fee' or 'booking fee', for which the service provided can be clearly quantified. For example, if TicketSource charges a society 10% to use their online booking system, then this can clearly be accounted for as a charge for an online service. It should not be called a credit card charge, as in this case customers could argue that the fee charged outweighs the cost of the service provided.

If you need any help or advice from NODA, call us on **01733 374 790** or email **[info@noda.org.uk](mailto:info@noda.org.uk)**

For details about NODA Box Office go to **[www.nodaboxoffice.co.uk](http://www.nodaboxoffice.co.uk)**

### **National Operatic and Dramatic Association**

15 The Metro Centre, Peterborough PE2 7UH

**Tel** 01733 374 790 **Fax** 01733 237 286 **Email** [info@noda.org.uk](mailto:info@noda.org.uk) **Web** [www.noda.org.uk](http://www.noda.org.uk)

**Twitter** @NODATweets **Facebook** nationaloperaticdramaticassociation

Registered charity number 254640 Registered company number 241572 Registered in England and Wales at the above address

**Patron: The Lord Lloyd Webber**