

John Scher, Renowned Concert Promoter, Applauds FTC's Junk Fee Ban but Urges Greater Consumer Protections

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EINPresswire.com/ -- The [Federal Trade Commission \(FTC\)](#) has announced a groundbreaking new rule to increase transparency in ticketing, hotel stays, and vacation rentals. The rule bans hidden "junk fees" and outlaws "bait-and-switch pricing," practices that have long left consumers frustrated and overcharged.

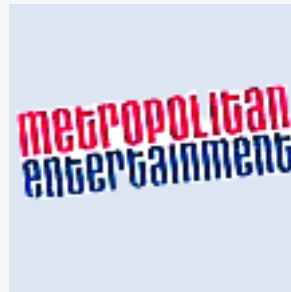
The new regulation requires that all fees associated with ticket purchases, hotel bookings, and vacation rentals be disclosed upfront. This move is expected to end the confusion and surprise costs that have plagued fans of live entertainment and travelers for years. The FTC's decision comes in response to mounting public outcry over deceptive pricing practices and lack of transparency from sellers.

While this rule marks a significant step forward for consumer protection, industry experts caution that the battle against unfair pricing is far from over.

"While this new rule helps make ticket purchases more transparent, until there are comprehensive anti-scalping laws, many consumers will continue to be fleeced by third-party vendors that have no actual stake in the producing of concerts and sporting events," said [John Scher](#), the famed New Jersey-based concert promoter known for his decades-long influence in the live entertainment industry.



John Scher



Scher's comment highlights a critical loophole: the secondary market. Despite greater transparency for primary ticket sales, the resale market remains rife with predatory pricing and deceptive practices. Without legislation to address scalping and regulate third-party resellers, consumers remain vulnerable to inflated prices and fraudulent schemes.

The FTC's rule took effect on Tuesday, December 17th, 2024. Violations of the new rule will carry significant penalties, reinforcing the agency's commitment to protecting consumers.

For ticket buyers, event-goers, and travelers, this rule is a welcome change that promises more transparent pricing and fewer surprises. However, advocates like Scher continue to push for broader reforms to safeguard consumers across all levels of the ticketing industry.

About John Scher:

As a Chief Executive Officer with a remarkable career in the music and entertainment industry, John Scher is renowned for his expertise in business development. With extensive experience in music management, production, licensing, and theater, he has established himself as a respected leader in the field. A New Jersey native, Scher attended West Orange Mountain High School and attended Long Island University in Brooklyn.

Throughout his career, Scher has produced or co-produced national tours for legendary artists such as the Grateful Dead, Jerry Garcia Band, Leonard Cohen, Whitney Houston, Sarah Brightman, and the Family Values Tour. He has also managed or co-managed various iconic acts, including Bob Weir, the Allman Brothers Band, Lou Reed, Rusted Root, Vertical Horizon, Art of Noise, Renaissance, Dave Edmunds, and more.

John Scher is available for interviews.

For more information about Scher and his impactful work, click here:

<https://www.metropolitanpresents.com/about-1>

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