



LLOYDS BANK
PRESS RELEASE

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FOOTBALL FANS URGED TO BE ON THE BALL AMID RISE IN TICKET SCAMS

- **Reports of football ticket scams increased by around a third last season**
- **Victims lose £177 on average, though for some it can be £1,000s**
- **More than half of cases start on Facebook, including Marketplace**
- **Supporters of Arsenal and Liverpool the most likely to be targeted**
- **Lloyds Bank urges fans to only buy tickets through official channels**

With the new English Premier League season kicking off in just a few weeks, football fans need to be alert to the threat of online ticket scams, according to new research by Lloyds Bank.

Top-level football is a popular hunting ground for fraudsters, as they take advantage of fans' loyalty and eagerness to watch their favourite team, knowing that most major matches across the country will be sold out.

Lloyds Bank's analysis of fraud cases reported by its own customers found that the number of people being scammed when buying football tickets rose by around a third (+32%) during the 2023/24 season, compared to the previous season.

When tickets for big events are scarce or in high demand, fraudsters know they can cash in on desperate fans willing to pay much more. Last season victims lost £177 on average, though for some fans it was over £1,000.

Social media fuelling the rise in ticket scams

The scam starts with criminals creating fake posts on social media or online marketplaces to advertise tickets that don't exist. Often they will include pictures of real tickets to convince the unsuspecting buyer that they are genuine.

More than half of all football ticket scams (56%) reported during the 2023/24 season started on Facebook (including Marketplace). A further 23% of cases began on X (formerly Twitter).

The victim is then tricked into making a payment, usually by bank transfer (also known as a Faster Payment). Many consumers are unaware that bank transfers were not designed as a way of paying for things online and currently offer little protection if something goes wrong.

Once the money has been transferred, the fraudster simply disappears, and the victim receives nothing in return.

Top tips for buying football tickets

- **Beware of social media** – Fraudsters use social media to advertise tickets that don't exist. If you're looking for a ticket, always search for it yourself from a trusted source.
- **Trust your instincts** – Unrealistically low prices are one way fraudsters lure victims. But if demand for tickets is high, they can charge more to trick desperate buyers.
- **Make it official** – Only buy direct from the clubs or their official partners. Follow the [Premier League's guide](#) on how to purchase tickets safely.

Who's getting scammed?

Those aged between 25 and 34 years old were most likely to fall victim to a football ticket scam last year, accounting for 29% of all cases, followed closely by 18 to 24 year olds (27%).

Unsurprisingly, it's fans of some of England's biggest teams – where demand for tickets is strongest – who are most likely to be targeted.

Supporters of Arsenal and Liverpool fell victim most often last season, but fans of all major clubs are at risk. Tickets for international matches and cup finals are also falsely advertised on a regular basis.

It's important to remember that fraudsters will target ANY major event where demand for tickets is likely to exceed supply. Earlier this year Lloyds Bank estimated that fans of Taylor Swift had lost more than £1million to ticket scammers ahead of her UK tour.



Liz Ziegler, Fraud Prevention Director, Lloyds Bank, said:

"Passions run high when supporting your favourite football team, and missing out on the big match after falling victim to a ticket scam can be devastating.

"There are some simple tactics every fan needs to know. Always stick to official channels as your first line of defence, and avoid deals which look too good to be true.

"Most scams kick off on social media, where impostors create fake profiles to sell non-existent tickets. We're calling on these firms to step up and tackle the fraudsters head-on."

Stay safe when buying football tickets

The English Premier League makes clear that if you are looking to buy match tickets you should purchase them directly from the clubs. Those clubs will also provide details of any authorised ticket partners on their official website, which may include legitimate ways for tickets to be resold by individuals.

Notes to editors

Methodology:

Figures based on analysis of relevant purchase scams reported by Lloyds Banking Group customers between July 2023 and May 2024 (football season 2023/24), compared with the equivalent period the previous season (between July 2022 and May 2023).

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