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March 24, 2025

The Honorable Chip Curry, Senate Chair
The Honorable Traci Gere, House Chair
Joint Standing Committee on Housing and Economic Development
100 State House Station
Augusta, ME 04333

RE: *LD 992, An Act to Protect Consumers from Hidden Fees and Ensure Transparent Pricing for Live Event Tickets and Short-term Lodging*

Dear Senator Curry and Representative Gere:

I write in support of LD 992, *An Act to Protect Consumers from Hidden Fees and Ensure Transparent Pricing for Live Event Tickets and Short-term Lodging*. LD 992 would impose price disclosure requirements on persons selling tickets for entertainment events and renting short-term lodging. Among other things, it would require such individuals to disclose a total price that includes all mandatory fees, prohibit misrepresentation regarding fees, and itemize the nature, purpose, and amount of a mandatory fee. This bill is similar to the “junk fees” rule recently adopted by the Federal Trade Commission, which also is limited to live ticket events and short-term lodging. Consumer pricing transparency is a consumer-friendly practice in any industry and I support the extension of the requirements as contemplated in the bill.

I recommend, however, that the enforcement mechanism of this, or any deceptive pricing bill, be through the Unfair Trade Practices Act, 5 M.R.S.A. §§ 205-A –214 (“UTPA”). Codifying violations of this, or any, deceptive pricing bill, as violations of the UTPA would allow enforcement by my office in accordance with established procedures and interpretive court guidance.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Aaron M. Frey". The signature is written in a cursive style with a large, sweeping initial 'A'.

Aaron M. Frey
Attorney General