



Deputy Mayor

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NIGHT ECONOMY CHAMPION, CITY OF TORONTO

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MEDIA RELEASE

Immediate release

Deputy Mayor Paul Ainslie Welcomes Provincial Action to Protect Consumers from Ticket Price Gouging and Hidden Fees

Toronto, ON — Mach 23, 2026 — Deputy Mayor Paul Ainslie is welcoming new provincial efforts aimed at strengthening consumer protections and preventing residents from being unfairly gouged by excessive ticket resale prices and hidden accommodation fees.

Rising concerns about ticket price “gouging” for sporting and entertainment events as well as accommodation hidden fees have increasingly burdened Toronto residents and visitors. These practices reduce transparency, undermine consumer confidence, and make cultural and economic participation less accessible for families.

On February 24, 2026, Toronto’s Economic and Community Development Committee adopted Deputy Mayor Paul Ainslie’s request for a comprehensive review of these practices, and whether they are occurring in Toronto, the scale of consumer impact, and what municipal and intergovernmental actions may be available to address them. That request also called for an examination of existing provincial authorities and opportunities for coordinated action.

The Province of Ontario’s renewed focus on protecting consumers from unfair pricing practices reflects these concerns and represents an important step toward greater transparency and fairness in the marketplace.

“People deserve to know the real price before they click ‘buy,’” said Deputy Mayor Paul Ainslie. “Whether it’s a concert ticket or a hotel room, surprise fees and extreme markups hurt consumers and erode trust. Provincial leadership in this area is both timely and necessary.”

Deputy Mayor Ainslie looks forward to reviewing staff analysis and recommendations scheduled to report back to Committee later this year. That report will assess:

- Evidence of ticket price gouging and hidden accommodation fees in Toronto
- Existing municipal authorities and enforcement tools
- The volume and nature of consumer complaints
- Jurisdictional considerations and opportunities for intergovernmental coordination
- Current and proposed provincial consumer-protection measures

Toronto remains committed to advocating for strong, enforceable consumer protections and working collaboratively with the Province to ensure residents are treated fairly.

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