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Tqets names travel-industry expert Laurens Leurink as new CEO

Amsterdam, 17th of April 2020 - [Tqets](#), the leading ticketing platform for museums & attractions, announced today the appointment of Laurens Leurink as its new CEO.

Leurink is a travel industry expert with decades of experience, including serving as the President of the Global Lodging Group for Expedia as well as the COO and Board Member for Booking.com, where he scaled the business from 6 countries in Europe to 52 countries across the globe. Most recently he was the CEO of Docly, a meditech company in Scandinavia.

Co-founder Luuc Elzinga will move into a new role as President of Tqets after 6 years as CEO, during which he grew Tqets from a small startup into an industry-leading scale-up that has brought millions of people to cultural attractions worldwide. As President, Elzinga will focus on long-term strategy and key partnerships for the company.



Photo: Laurens Leurink

“I’m incredibly proud of Tqets and the major milestones we’ve achieved over the past years, and excited for this new milestone,” said Tqets Co-Founder and President Luuc Elzinga. “Laurens brings a wealth of experience to this role and a history of driving global scale and highly effective teams. I am thrilled to welcome Laurens to the team and work together to make culture more accessible.”

“I am impressed by what the Tqets’ team has built in several short years, from its global audience of users and seamless booking process to deep relationships with museums and attractions worldwide,” said new Tqets CEO Laurens Leurink. “The appetite for people to connect to culture is one that will never expire, and I’m excited to become a part of the Tqets team to bring people more ways to culture.”

“Under Luuc’s leadership Tqets has grown into one of the world’s largest platforms for booking tickets to museums and attractions,” said Simon Breakwell, Chairman of the Board. “We’re delighted to have Luuc remain on board as President to continue to shape the company strategy and drive close relationships with our venue and industry partners. We’re also thrilled to welcome Laurens to the company to lead the Tqets management team and scale Tqets’ growth even further.”

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About Tiqets

Since its founding in 2014, [Tiqets](#) has been on a mission to make culture more accessible by helping people discover and enjoy museums and attractions around the globe. From iconic experiences to hidden gems, millions of people have used Tiqets to choose their way to explore a city's culture and breeze through booking.

Backed by investors like Airbnb, HPE, and Investion, the company is headquartered in Amsterdam and now employs 200+ people in Amsterdam (HQ) as well as Seattle, Las Vegas, Orlando, Philadelphia, London, Copenhagen, Paris, Barcelona, Rome, Vienna, Bangkok, Tokyo and Osaka.

More information about [Tiqets](#)

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