

Tiqets partners with Google to offer bookings on Maps, Search, and the Assistant

Google will offer admission tickets from Tiqets for museums and attractions via Maps, Search, and the Assistant to their users. Tiqets is proud to be launch partner working with Google on this new 'Reserve with Google' tours and activities vertical.

Google has opted to work with Tiqets because Tiqets offers a fully digital ticketing process with last minute availability and 24/7 customer support in eight languages. In the arrangement Google handles the customer-facing UI, via the suite of relevant Google Services, and Tiqets processes payment and fulfillment – including ticketing and customer support.

All admission tickets on Reserve with Google must offer friction-free automatic booking. So only partners who satisfy these stringent technical requirements will be available on Google Services.

This integration builds on the strong relationship between Google and Tiqets, established during coordinated work on the Google Trips app. It was during this process that the strength of Tiqets technical platform made it an obvious partner for Google's notoriously high standards.

Luuc Elzinga, CEO of Tiqets: *"Working with Google is an exciting opportunity for us. Helping customers find tickets more easily, and having our venue partners bookable on Google without leaving the Google experiences, is great. This project strengthens our mission to make culture more accessible".*

About Tiqets

Tiqets is the award-winning global ticketing platform. Our mission is to make culture more accessible, via our platform and by developing technology for venues. Tiqets removes all complexity for venues and offers the best online experience to increase the number of visitors, making them more profitable and engage with their customers.

Tiqets is proud to be the world's highest rated ticketing company with over 12,000 reviews and a score of 9.3 on Trustpilot.

For more information, please contact

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ABOUT TIQETS

Tiqets makes remarkable experiences instantly accessible by simplifying the ticketing process – for venues and customers. Our innovative platform enables visitors to instantly find, book and use tickets for museums, attractions and landmarks. No more printers, touts or guide books – everything you need in the palm of your hand! Venues can make use of our experience to better understand and meet their visitors' needs. Since its foundation in 2014, Tiqets has forged successful partnerships with attractions and museums in major tourist destinations around the world. The company now employs more than 100 people in Amsterdam, Barcelona, Paris, Rome, Vienna, and New York. Tiqets puts the world's most remarkable experiences in the palm of your hand.



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