

# Tiqets and QYER launch first WeChat Mini-program for museums and attractions with Casa Batlló from Barcelona

**In an exclusive partnership between Tiqets and QYER, QYER creates WeChat Mini-programs using the content from cultural venues. Tiqets' technology makes it possible to book tickets within the Mini-programs using Wechat Pay.**

The first venue to go live on WeChat is Casa Batlló in Barcelona. Tiqets is proud to be launching this new service with QYER and Casa Batlló that will provide Chinese visitors with a convenient way to access Gaudi's masterpiece.

**Gary Gautier, General Director Casa Batlló:** *"This collaboration is a great opportunity to provide a service to this exponential market of visitors in Barcelona. Above all, to make it possible for them to improve their travel experience and make them feel at home."*

QYER - the Chinese content platform, with millions of users, that enables travel enthusiasts to write notes, exchange experiences, and book tickets - chose to partner up with Tiqets due to Tiqets' strong direct relationships with venues, and the seamless digital ticketing process with last minute availability that Tiqets offers. With this new partnership, QYER will be connected to Tiqets via API, providing instant ticket delivery to Casa Batlló using WeChat Pay. The mini-program will also provide visitor-information about the venue, adding value to the overall experience.

As European and other international venues have struggled to connect with Chinese travelers, the mini-program collaboration between Tiqets and QYER will mark a new way to increase exposure of cultural venues to the hundreds of millions of Chinese people who use WeChat every day. More venues will be rolled out in the near future.

**Yi Xiao, CEO of QYER:** *“We’re excited to work together with Tiqets and Casa Batlló as first cultural venue. As the largest Chinese outbound travel platform, QYER has massive amounts of reliable travel information and smart travel tools to help Chinese travelers to explore the world. We believe that our partnership will not only offer travel conveniences to Chinese tourists but also promote tourism and intercultural communication between China and European countries.”*

**Luuc Elzinga, CEO of Tiqets:** *“We are hugely proud of our close relationships with amazing venues like Casa Batlló. This collaboration with QYER and Casa Batlló, aligns perfectly with Tiqets’ mission to make culture more accessible to everyone, and we are very excited to see how this project evolves ”*

### **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.

### **About QYER**

QYER is the largest Chinese outbound travel platform with 88 million registered users. We provide diversified travel products tailored to meet different FIT’s needs including but not limited to: Q-Community, Q-Destination, Q&A, Q-Guidebook, Q-Planner, Q-Mall, Q-Home, and JNE, the sub-brand on lifestyle, which produces backpacks, apparels and accessories. QYER is born to inspire and help Chinese well-educated and good-paying middle class travelers to explore the world in their own ways.

### **Casa Batlló**

Casa Batlló is a monument created by Gaudí, which welcomes and promotes cultural, artistic and sensory experiences with the aim of surprising, amazing and inspiring visitors through Gaudí’s work.

In 2018, Casa Batlló ranked sixth in the Travellers' Choice awards, among "the 10 best tourists sights: Spain", awarded by Tripadvisor. Casa Batlló has become a legend within the field of art, architecture and the universal design of all times, with over one million visits every year. The general visit to Casa Batlló includes the SmartGuide, enabling visitors to live an authentic 20th Century adventure thanks to an immersive experience of augmented reality.

Furthermore, Gaudí's gem was recognized as a National Historic Monument in 1969; an Asset of Cultural Interest by the Regional Government of Catalonia in 1987; it was awarded the Europa Nostra Prize for heritage conservation in 2000; named a UNESCO World Heritage Site in 2005 and received an IBOCC Prize by the International Bureau of Cultural Capitals in 2008.

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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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