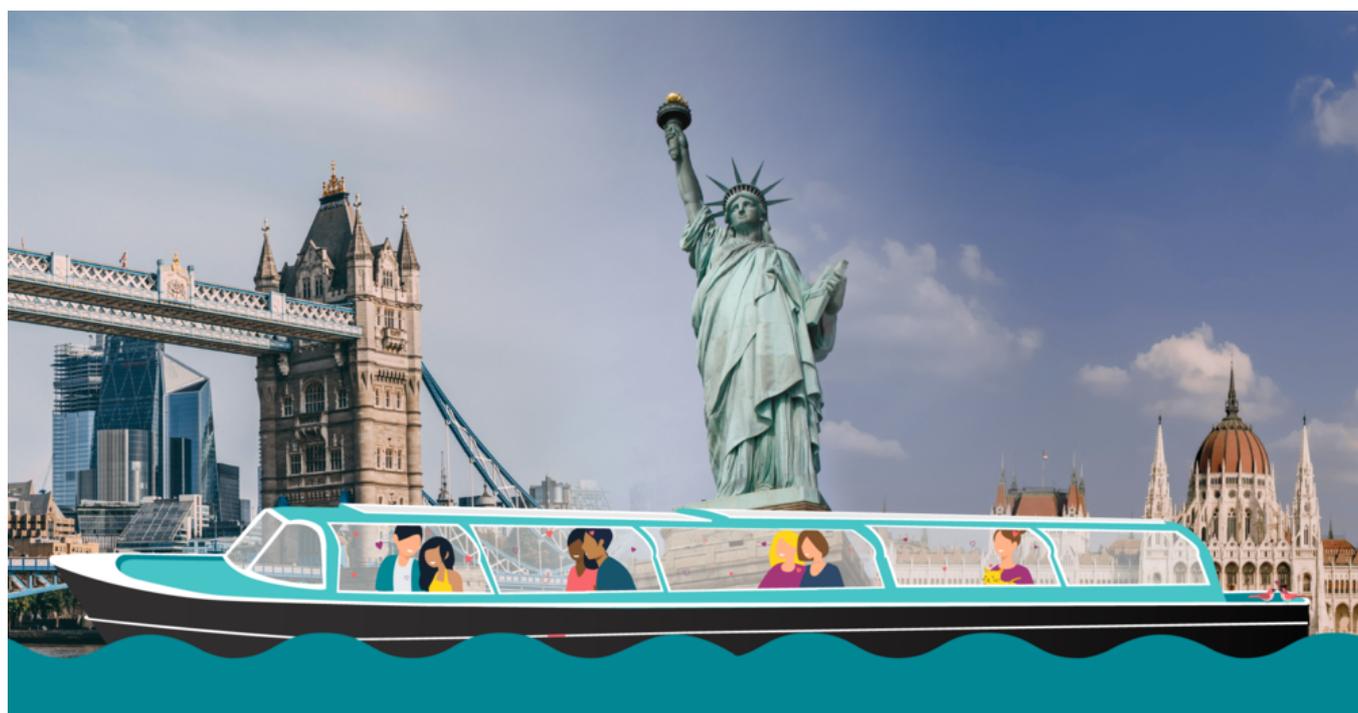


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The key to the perfect Valentine's date: a dash of culture

A study of 2,000 Brits and 2,000 Americans has revealed that nowadays a dream date involves cultural experiences, outdoor activities, or something new and different. The study shows that, when it comes to dating, Brits are keen to impress, enjoy soaking up a bit of culture, and love a visit to an inspiring location



Online ticketing platform for museums and attractions [Tiqets](#), commissioned the Perfect Date survey to gain better insights into what people are looking for on a date. More than 4,000 people across the US and the UK were surveyed.

The survey reveals that over 70% of people in the UK agree that new cultural experiences are the key to keeping the romantic spark lit. Those in a relationship are especially inclined to think that new cultural experiences add fresh energy to a relationship.

It seems dinner isn't the only date preference for Valentine's Day anymore, with 40% of the UK survey respondents saying they won't be going out for dinner to celebrate the holiday. As for daytime activities, the best option according to Brits is a walk in a park or botanical garden, a visit to the zoo or a river cruise.

Our mission is to make culture more accessible across a range of activities, from art galleries to gardens. In 2020, we're seeing these cultural activities become more popular not just when people travel, but when they're at home looking for a unique date as well.

— Alexis Peppis, UK Manager of Tiqets

The study saw Paris named the most romantic city, with Venice and Rome as 'dreamy' options. Whilst the Eiffel Tower, a gondola in Venice and the London Eye were among the top 5 places considered to propose.

Brits are willing to spend money on these date experiences with an average spend of 73 pounds per date as the magic number.

A quarter said you should plan your date at least a couple of days in advance, with 'fun' and 'surprising' elements key to impress your partner.

Valentine's Day is an opportunity to show what you find interesting to your date. Tiqets is here to make it easy to find the cultural activities that will appeal the most to you and your date.

— Alexis Peppis, UK Manager of Tiqets

If you are struggling to find ideas for this Valentine's Day, take a look at some of these [creative date ideas](#).

- END -

About Tiqets

Tiqets' mission is to make culture more accessible by making it easier for more people to go to museums and attractions. From the start in 2014, the company has connected millions of people to museums and attractions with instant, last-minute and mobile tickets. Tiqets works with both hidden gems and top museums and attractions all over the world.

The company is headquartered in Amsterdam and now employs 200+ people worldwide, including in Amsterdam (HQ) as well as Seattle, Las Vegas, Orlando, Philadelphia, London, Copenhagen, Paris, Barcelona, Rome, Vienna, Bangkok, Tokyo and Osaka. More information can be found on [Tiqets.com](https://www.tiqets.com).

THE TOP TEN DAYTIME DATES

- 1) Walk in a park or botanical garden
- 2) Going to the Zoo
- 3) A river or canal cruise
- 4) A modern culture attraction e.g. Empire State Building or Warner Bros studio tour
- 5) Historical attraction e.g. Independence Hall
- 6) Amusement or water park
- 7) Boat ride
- 8) Visiting a castle or palace
- 9) Aquarium
- 10) Art/Music museum

THE TOP TEN PLACES TO PROPOSE

- 1) Central Park
- 2) Eiffel Tower
- 3) Niagara Falls
- 4) Gondola in Venice
- 5) London Eye
- 6) Empire State building
- 7) Canal cruise in Amsterdam
- 8) Seine River Cruise
- 9) The Colosseum
- 10) Windsor Castle

Notes to the editor (not for publication):

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ABOUT TIQETS

Tiqets is on a mission to make culture more accessible for everyone. Tiqets was founded by four experienced Dutch entrepreneurs who'd experienced the struggles of traveling first-hand. People had to wait in long lines to access top venues and couldn't get tickets to popular attractions at the last minute -- discouraging people from trying to experience culture in the first place.

By providing a seamless booking experience all the way to entry, we get more people more frequently into both hidden gems and the top museums and attractions.

Since then, Tiqets has helped millions of people discover and embraces cultural experiences across the globe with instant, last-minute and mobile tickets. We're proud to be the world's most trusted museums and attractions ticketing platform on Trustpilot.

The company is headquartered in Amsterdam and now employs 200+ people worldwide, including in Amsterdam (HQ) as well as Seattle, Las Vegas, Orlando, Philadelphia, London, Copenhagen, Paris, Barcelona, Rome, Vienna, Bangkok, Tokyo and Osaka. More information can be found on [Tiqets.com](https://www.tiqets.com).

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Chief Technology Officer

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Maarten Raaijmakers

Chief Supply Officer

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Stef Pillen

Chief Financial Officer

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Tiqets highlights:

2014:

- Tiqets is founded in Amsterdam and sells its first tickets as a whitelabel service

2015:

- Tiqets pivots to instant, last-minute, mobile tickets to museums and attractions for city travelers

2016:

- Launched the Tiqets apps and Reseller portal

2017:

- Expansion to the United States
- Awarded the 'Fastest growing Dutch startup' title for second year in a row

2018:

- First tours & activities partner of Reserve with Google
- Expansion into APAC
- Launched Tiqets Booking Engine to help venues sell on their own websites

2019:

- More than 1 million app downloads
- More than 10 million tickets sold to more than 2,000 venues
- Raised \$60M in Series C funding led by Airbnb