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Tiqets names travel-industry expert Laurens Leurink as new CEO

Amsterdam, 20th of April 2020 - [Tiqets](#), 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 Tiqets after 6 years as CEO, during which he grew Tiqets from a small start-up 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.

“I’m incredibly proud of Tiqets and the major milestones we’ve achieved over the past years, and excited for this new milestone. 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.”

— Luuc Elzinga, President & Co-founder Tiqets

“I am impressed by what the Tiqets’ 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. The appetite for people to connect to culture is one that will never expire, and I’m excited to become a part of the Tiqets team to bring people more ways to culture.”

— Laurens Leurink, CEO Tiqets

“Under Luuc’s leadership Tiqets has grown into one of the world’s largest platforms for booking tickets to museums and attractions. 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 Tiqets management team and scale Tiqets’ growth even further.”

— Simon Breakwell, Chairman of the Board

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, as well as Seattle, Las Vegas, Orlando, Philadelphia, London, Copenhagen, Paris, Barcelona, Rome, Vienna, Bangkok, Tokyo and Osaka.

More information about [Tiqets](#)

More information on the [Mediakit](#)

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Note to the editor (not for publication)

For more information:

Mereille Talahatu, PR & Communication Manager Tiqets

email: press@tiqets.com

phone: +31 6 390 485 72

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).

Tiqets Management Team:

Luuc Elzinga

Chief Executive Officer

[Linkedin Profile »](#)

Robert Westers

Chief Operating Officer

[Linkedin Profile »](#)

Marijn Speelman

Chief Technology Officer

[Linkedin Profile »](#)

Maarten Raaijmakers

Chief Supply Officer

[Linkedin Profile »](#)

Stef Pillen

Chief Financial Officer

[Linkedin Profile »](#)

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



Tiqets