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# John Lennon's sister and Museo Nacional Thyssen join Tiqets Culture Festival Lineup

**Amsterdam, 5 June 2020 - Tiqets launches the Tiqets Culture Festival, a unique week-long program of new exclusive content and highly interactive online experiences from all corners of the world, adding Gatorland (US) and Museo Nacional Thyssen Museum (SPA) and a special guest appearance from John Lennon's sister at Strawberry Field (UK) to the line-up. Everyone is invited to join this free celebration of culture.**



From June 8 - 12, [Tiqets](#), one of the world's leading online booking platforms for museums and attractions, will launch the first-ever free online culture festival: the Tiqets Culture Festival.

The Tiqets Culture Festival: Experience culture at home, not alone is a five-day event of new, exclusive virtual experiences with top museums and attractions from around the world. Some exciting new additions to the existing line up are: Gatorland (US), Museo Nacional Thyssen (SPA) and last but not least, a special tour at Strawberry Field (UK) followed by a Q&A session with Julia Baird, sister of music legend John Lennon. Other participating venues include the Met (US), ABBA The Museum (SWE), Duomo di Milano (ITA) and Casa Batlló (SPA). These intimate, interactive sessions are exclusively created for the Tiqets Culture Festival by the venues and can only be experienced during the week itself.

NEW [full program](#) here:



**Tiqets**  
**CULTURE FESTIVAL**  
8-12 June 2020

<b>MON</b> 8 June	<b>Nature</b>	3pm - CEST	NYC Botanical Garden	<b>THU</b> 11 June	<b>Art</b>	2pm - CEST	Louvre Abu Dhabi	
		5pm - CEST	Gatorland Orlando				4pm - CEST	The MET
		7pm - CEST	Museo Nacional Thyssen-Bornemisza					
<b>TUE</b> 9 June	<b>History</b>	3pm - CEST	Duomo di Milano	<b>FRI</b> 12 June	<b>Music</b>	3pm - CEST	Strawberry Field	
		6pm - CEST	Windsor Castle				6pm - CEST	ABBA The Museum
		7.30pm - CEST	Casa Batlló					
<b>TUE</b> 10 June	<b>Kids activities</b>	3pm - CEST	SPYSCAPE Museum					

The poster features a stylized illustration at the bottom showing various cultural landmarks and a group of people. On the left, there's a yellow building with a dome (Casa Batlló) and a green dome (St. Peter's Basilica). In the center, a large yellow building with many windows (Windsor Castle). On the right, a blue building with arches (The MET) and a group of four people in white outfits (ABBA) standing in front of a modern building at night.

Each day of the Tiqets Culture Festival has a theme to represent more ways to experience culture: Nature, History, Kids Activities, Art, and Music. Hosted by a representative from the venue, participants will join an intimate, international group via Google Meet for an hour-long interactive experience on that topic. Tiqets partnered with Google to develop the concept to host these virtual experiences with cultural venues worldwide on Google Meet.

*“To be enjoyed, culture has to be experienced. The worldwide lockdown has made this impossible, so we wanted to let people see behind closed doors and interact again with the venues. According to an online survey Tiqets conducted in early May, 85% of respondents miss traveling the most while stuck at home — even more than seeing their friends. Meanwhile, half of people (47%) want to experience a museum virtually from home. We launched the Tiqets Culture Festival to bring people an interactive way to experience culture at home and come together as a global community.”*

— Luuc Elzinga, President and Co-Founder of Tiqets

*“We’ve missed welcoming people into our museum during this period, and seeing the sense of community and happiness they get from that experience. Until we can welcome visitors from across the world again, participating in the Tiqets Culture Festival, showing exclusive material never shown in the exhibition, including taking you behind the scenes of an interactive 5th-member experience, is our way of bringing the Music, the Magic and The Memories of ABBA to people around the world.”*

— Caroline Fagerlind, the Museum Director for ABBA The Museum

Participants interested in joining these unique experiences can save their free spot and discover the full lineup for the Tiqets Culture Festival [here](#).

## **About Tiqets**

Tiqets’ mission is to make culture more accessible by making it easier for more people to discover more ways to culture. 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).

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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.

#### Tiqets Management Team:

##### **Luuc Elzinga**

President & Co-Founder

[Linkedin Profile »](#)

##### **Laurens Leurink**

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 »](#)

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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