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# Tiqets reveals new program to support economic recovery of museums and attractions

**Amsterdam, 15 June, 2020 - Tiqets, the world's largest online booking platform for museums and attractions, launches the venue Recovery Package, including new and improved features to support their partners to bounce back post-quarantine and welcome visitors back to culture.**

It's no secret that the travel and tourism industry has been hard-hit by the COVID-19 crisis. As museums and attractions are beginning to reopen, many are faced with limited funds and a lot of work ahead to safely welcome back enough visitors for their business to survive. Tiqets Recovery Package was designed to help venues meet new safety and communications demands without additional costs while they recover economically.

The package is designed to help museums and attractions big and small adjust quickly to new capacity, safety, and communications requirements. It also includes new features to increase revenue per customer, so that museums and attractions can drive enough funding to survive even with reduced capacity limits. Especially as many venues face frozen budgets or furloughed staff, this package will help museums and attractions reopen with the support of the Tiqets data insights, technology and expert staff.

## **Manage visitor capacity**

Tiqets has worked fast to expand its time slot-based ticketing options so that venues of all sizes can embed [the Tiqets Booking Engine](#) on their website to meet new capacity requirements. Tiqets is waiving the commission fees for venues to use this platform at no cost until they're back on their feet.

## **Maximize venue revenues**

Tiqets has designed new bundle and upsell offerings so that venues in a region can offer a joint package that is more attractive to domestic customers and ensures more revenue for venues when capacity is restricted.

## **Streamline marketing and communications**

A small team of Tiqets engineers worked quickly to build out tech that will help consumers filter for what they care about in a post-quarantine world. They have rolled out a new series of safety features to help consumers find the information they need, like updated opening hours, hygiene measures at the venues, and free cancellations so they can book with confidence.

*"I'm incredibly proud of my team to launch a recovery package for venues designed to not only help them keep visitors safe as they reopen, but also to get back to operating even more efficiently than before. It's our mission to make culture more accessible again by helping people rediscover and enjoy museums and attractions around the globe".*

— Luuc Elzinga, President of Tiqets

The new offering was the result of intimate roundtable discussions with more than 400 venue partners over the last several months. In these small-group industry conversations, many of whom included nonprofit cultural organizations, venues' need was clear for a partner to help them adjust as they find their economic footing once more.

*We have been lucky in these rough times. We're backed by great investors, strong government support, and we have the brightest minds in our offices and the honor of working with over 3000 of the most exciting venues around the globe. But this privilege also comes with the responsibility to step up and put all the team's effort into driving the forefront of recovery."*

— Luuc Elzinga, President of Tiqets

The Tiqets' venue recovery package is available now to help people worldwide experience culture safely once more. For more information about Tiqets' Recovery Package, [click 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