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# Tiqets UK Awakens Celebrates Reopened Museums & Attractions and Sponsors Visits for NHS Staff

London - 24 August 2020 - 20+ museums and attractions in the UK are coming together to celebrate their reopening during **Tiqets Awakening Weeks**. The UK Awakens is the first country in this six-week program spotlighting a host of exclusive online and offline activities designed to help people safely and confidently return to culture, including a special offer for NHS staff.



From 24 to 30 August, [Tiqets](#), one of the world's leading online booking platforms for museums and attractions, will host the [UK Awakens](#), a week of free virtual experiences and exclusive activities to celebrate the reopening of cultural experiences in the UK. To encourage this return to culture among front-line workers, Tiqets is also partnering with Blue Light Card to sponsor the first 500 NHS workers who book on their platform with 50% off tickets to museums and attractions through the end of September.

The full UK Awakens week includes more than 20 top museums and attractions who are hosting free virtual experiences and launching new in-person experiences during the [Tiqets Awakening Weeks](#). These activities are open to everyone, with the online experiences designed to help global audiences experience the best the UK has to offer.

Free, exclusive experiences include a free gin cocktail-making lesson at the View from the Shard, an exclusive tour of Scottish royal history at the Palace of Holyroodhouse, the stories of the Painted Hall in the Old Royal Naval College, and an after-hours, private tour of the Scotch Whisky Experience. The lineup also includes experiences from City Cruises London and Merlin attractions such as the London Dungeon and SEA LIFE London - all for free, at home and with culture lovers around the world.

*We are so excited to be working with Tiqets as part of their Awakening Week Campaign. At The Scotch Whisky Experience, we have implemented lots of additional safety measures to ensure you have a fun filled, relaxing and safe experience. "I'm looking forward to sharing my love of Scotch as I take you on a private tour of the World's Largest Collection of Scotch Whisky.*

— Julie Trevisan-Hunter, Marketing Director of Scotch Whisky Experience

These [one-of-a-kind virtual sessions](#) give local venues a way to connect with international audiences who may not be able to travel yet but still want to experience the best the UK has to offer.

### **The launch of new exhibitions and experiences for locals**

In addition to the online experiences, participating venues are also highlighting new activities available since their reopening. People can enjoy brand new experiences such as John Lennon's White Room and the replica Cavern Club at The Beatles Story in Liverpool or a new exclusive charter speedboat with comedian guides from the Thames Rockets. Unbeatable deals are also available during the UK Awakens for many participating venues, such as the Belfast Cathedral, Sherlock: The Official Live Game, and See London By Night open top bus tours.

New, in-person, exhibitions and activities for locals will be launched alongside ticket giveaways and limited discounts to encourage locals to return to their local cultural centers. For example, the Belfast Cathedral is offering a special discount during the UK Awakens, and Imagine Experiences is launching their new tour series which was created during the lockdown.

The partnership with Blue Light Cards allows Tiqets to get involved offering an exclusive discount to those who have been on the frontlines for months to enjoy the cultural experiences missed during shutdown.

*In the past months, museums and attractions have worked tirelessly to make it safe to visit their venue again. Now it's time to roll out the welcome mat and safely celebrate the reawakening and our 20+ participating museums and attractions can't wait to welcome back the NHS workers and the public to visit these redesigned experiences during UK Awakens.*

— Alexis Peppis, Regional Manager UK from Tiqets

*Those who work in our NHS and emergency services are continuing to do amazing work during this challenging time and we have always valued what they do on a daily basis. But over recent months, we have the utmost respect for their bravery and dedication on the frontline. We are really excited to be working with Tiqets to not only give 500 of our members the chance to visit museums and attractions with 50% off until the end of September, but to also celebrate the reopening of these venues to the public following closures in March.*

— Tom Dalby, CEO of Blue Light Card

NHS workers can find more information about Blue Light Tickets at:

[www.bluelighttickets.co.uk](http://www.bluelighttickets.co.uk)

Watch the [Awakenings Weeks video here](#) and register for the free virtual experiences, and get your tickets to participating venues at [the Tiqets Awakening Weeks site](#).

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**About Tiqets Awakening Weeks**

The Tiqets Awakening Weeks is a six-week program spanning six countries spotlights a host of exclusive online and offline activities from museums and attractions all around the world. UK Awakens week is the first of the [Tiqets Awakening Weeks](#) series also taking place in France, Spain, the Netherlands, Italy and the US. This global campaign highlights UK venues to potential visitors worldwide and offers consumers more ways to safely and confidently return to culture wherever they are.

People in the UK will also be able to experience newly reopened venues from around the world without leaving their home. These live virtual experiences offer a variety of ways to experience culture, such as discovering the impressionist paintings at Musée d'Orsay in Paris, and exploring the canals of Venice on a gondola ride – all for free, at home, and with culture lovers around the world.

View the full lineup of nearly 50 [one-of-a-kind virtual experiences 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](#).

### **About Blue Light Card**

“We want to go further, for those who go furthest for us.”

There's a group of people who are always there for us: the blue light community. They work tirelessly to keep us safe, healthy and supported, often going into unknown dangers to do so. They make sacrifices every day, and we want to thank them for it. Blue Light Card is the UK's number one discount service for Emergency Services, NHS, Social Care workers and Armed Forces.

With millions of registered members across the country, Blue Light Card is partnered with almost 13,000 retailers both national and local, providing savings, discounts and benefits that often aren't available to the general public. These include Toby Carvery, Hotels.com, Cineworld, Sky, EE and Halfords to name a few.

Members may access online discounts for free through the Blue Light Card website or app, or choose to purchase our optional high street discount card which gives them access to further discounts at a range of high street retailers for two-years for just £4.99.

Founded in 2008 by ex Police Constable CTO Steve Denny and business partner CEO Tom Dalby, the Blue Light Card community is open to all sorts of professions including the Ambulance Service, Cave Rescue, Prison Service, Traffic Officers, HM Coastguard, Immigration Enforcement and more.

We are Blue Light Card. We're there for the people that are there for all of us. For more information on who qualifies and the offers available, visit [www.bluelightcard.co.uk](http://www.bluelightcard.co.uk)

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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
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Tiqets