

© 24 March 2021, 07:00 (CET)

# New Partnership Connects Ticketbar Affiliate Network with Tiqets' Top-Selling Venues

**Amsterdam, 24 March, 2021 - Tiqets, one of the world's leading online ticketing platforms for museums & attractions, has partnered with Ticketbar to offer Tiqets' rich catalogue of products to Ticketbar and its roster of trusted affiliate partners. Ticketbar has held a strong position in the museum & attractions market ever since its launch in 2009 by facilitating its partners with powerful and unique commercial propositions.**

**Tiqets**  
More ways to culture



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This commercial partnership brings together the complementary strengths of both companies: Tiqets' innovative and rich consumer-facing technical platform, and Ticketbar's close partnerships with affiliate partners around the world. The integration will enable Ticketbar's partners to sell more products using Tiqets' technology, and will enable museums & attractions connected with [Tiqets](#) to reach an even more diverse and larger audience.

*We have known the Ticketbar team for years and have consistently been impressed by their merchandising capabilities and close relationships with their affiliate partners. This partnership will strengthen our position in the market and be a great contribution to our current recovery. We are excited to work with them to bring unique ways to experience culture to their hundreds of partners, and to increase the reach of our venues in this pivotal time for the industry.”*

— Luuc Elzinga, President & Co-founder at Tiqets

Lars Roelofse and Fabian Zuidinga, founders of Ticketbar, are proud to work with Tiqets, with whom they share Dutch roots and a can-do mindset. “Tiqets has created a powerful tech platform with best-in-class affiliate widgets, portals, and tracking tools that our partners love, not to mention top-selling tickets that their customers want. We are excited to continue to work closely with our partners to provide expert support so they can use our partnership with Tiqets to drive more revenue and bring even more customers to the best cultural attractions worldwide.”

Tiqets is focused on bringing its cultural experiences to bigger audiences both regionally and internationally via its many affiliate partnerships. This partnership with Ticketbar brings the Tiqets partnerships network to more than 4,000 worldwide, with more than 1,000 new partners engaged in the past year alone. To learn more about the Tiqets affiliate program, visit [www.tiqets.com/affiliate/](http://www.tiqets.com/affiliate/).

### **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 unique offerings and 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](http://Tiqets.com).

### **About Ticketbar**

Founded in 2009 by two Dutch entrepreneurs, Ticketbar has grown into a household name in the field for museums & attractions ticketing. With its unparalleled commercial drive to provide unique and high-volume products to their global partnerships network, Ticketbar has set an industry example on how affiliate partnerships can help attract local and international visitors to the museums & attractions worldwide.

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**Note to editors (not for publication):**

- [Media Kit](#)