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The Summer Comeback: Tiqets' Free Online Conference Helps Travel Industry Prepare for a Make-or-Break High Season

Amsterdam, 26 May 2021 – Tiqets, an online ticketing platform for museums and attractions, will host a free virtual conference on Wednesday 2 June with speakers from Lonely Planet, BarcelonaTurisme and Travel & Leisure magazine.

The Summer Comeback conference will help museums, attractions, and travel businesses recover fast and strong with local visitors.



Tiqets

The Summer Comeback
Recover Fast & Strong with Your Local Visitors

June 2nd 2021
16:00 CEST

Register now

This free event will bring together travel businesses at a pivotal time to share strategies to fast-track their recovery. [The two-hour conference](#) will be packed with actionable insights attendees can use tomorrow to recover quickly this high season.

“Consumers have missed the tourism industry as much as we’ve missed them. A recent Tiqets survey found that 92% of people plan to visit museums and attractions within the first six months of their reopening. That’s a lot of pent-up demand that the industry has to be ready to capture. Tiqets’ Summer Comeback conference will help museums, attractions, and travel businesses get back on their feet swiftly with the right post-Covid, high-season strategies”.

— Maarten Raaijmakers, Tiqets’ Chief Supply Officer.

Program:

- Keynote address: **Lonely Planet Experiences Vice President Tom Hall presents “A moment of opportunity”**

Learn the trends identified by Lonely Planet that show how you can use this summer as an opportunity to re-engage a massive audience.

- Panel discussion: **How to Stand Out to Visitors This Summer**

Discover actionable strategies to make this summer a success from panelists including travel writer for Travel & Leisure Stacey Leasca, Lonely Planet Experiences VP Tom Hall, and BarcelonaTurisme Sales Manager Gianluca Camaggio in this conversation moderated by Tiqets’ Chief Supply Officer Maarten Raaijmakers.

- Roundtable discussions (invite only): **Strategies for Your Market**

Join an intimate round-table discussion for museums, attractions, and travel businesses in your market to discuss actions to take now to set up for the best summer possible. *Note: These round table conversations are open exclusively to venues and distributors partnering with [Tiqets](#).*

This summer provides a fantastic opportunity for recovery to really take off. Visitors will be keen to get to know iconic museums and attractions that they’ve missed over the winter months. For attractions, there are great opportunities to build new audiences experiencing a new side of holidaying closer to home. It adds up to an exciting time and a chance to look forward”.

— Tom Hall, Lonely Planet Experiences VP.

70% of people plan to start visiting museums and attractions in their first month of reopening. This conference is designed to prepare you to take full advantage of consumers' excitement to return to culture. To register for this free event, visit:

<https://www.tiqets.com/venues/resources-recover-fast-domestic-visitors/>.

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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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