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Festicket and tappit partner to bring cashless experience to festivals

[Festicket](#), the world's largest online booking platform for music festivals, is teaming up with cashless payments experts [tappit](#) to help festivals go cashless and deliver an even better experience for event-goers.



the cashless experience

Festicket provides ticket booking services to more than 1,000 festivals worldwide, as well as accommodation, transfers and extras. By teaming up with tappit, Festicket is making it easier for festivals to integrate cashless solutions into their offering, improving the experience for revellers across the world.

Using tappit's cashless technology, in the form of prepaid cards or payment wristbands, festival-goers will be able to experience faster and more secure transactions across an event. For event-goers, this means less time spent queuing, and more time with family and friends enjoying the party atmosphere. Festival organisers benefit too, as – the cashless system provides invaluable data about event-goer behaviour to help them enhance the fan experience at future events. This includes addressing health and safety challenges through improved crowd flow, as well as learning more about which food and drink outlets were hot and which were not in order to help create an even better festival next time.

tappit's payment technology is already being used by several large festivals, including Bestival and Creamfields, where festival-goers are able to load up their cards or wristbands with cash before the festival starts.

Matt Ephgrave, Chief Operations Officer at Festicket, said: “We've seen the popularity of cashless services continue to grow at festivals, as many festival-goers are keen to avoid carrying large amounts of cash with them and yet still want to easily pay for services on-site. tappit have a great track record working with sporting and music events, so we're very excited to be teaming up with them to help festivals offer more payment options to everyone.”

CEO of tappit, Jason Thomas, commented: “The benefits of a cashless system for festival owners are clear. You get a proven return on investment, better business insight and improved fan satisfaction. Going cashless isn't as complicated or time-consuming as people think, either – the entire system can be set up in under a month. By partnering with Festicket, we're looking forward to bringing these benefits to even more events across the UK and beyond.”

About tappit:

tappit enhances live experiences, providing technology and insights to make events better and more profitable. tappit is passionate about improving the experiences of attendees at sports, festivals and entertainment venues; a passion born of the fact that we are a team of sports fans, music enthusiasts and event lovers. The tappit platform has cashless payments at its core and also offers access control, registration, detailed reporting and easy integration with existing systems. We reduce queues, maximise profit, eliminate fraud and provide event organisers with valuable data and insights. Events and venues around the world provide the best cashless experience using tappit, including: Birmingham City Football Club, Bestival, Emirates Airline Dubai Rugby 7s, Creamfields, Abu Dhabi Grand Prix and the World Surf League. For more information visit justtappit.com.

ABOUT FESTICKET

Festicket is the world's largest portal for discovering and booking festival experiences.

Festicket provides fans of live music with a unique, hassle-free, and money-saving service to discover and book tickets & packages for their next festival trip. Working closely with festival partners and suppliers, Festicket packages festival tickets with accommodation, travel, and add-ons to ensure that festival-goers' next live music experience is as simple and enjoyable as possible.

Founded in 2013 by Zack Sabban, Jonathan Younes and Jerome Elfassy, Festicket has quickly grown to be the leading music festival platform with over 1200 music festivals on offer, and a growing community of 2.5m+ festival-goers.

Recently ranked as the UK's 21st fastest-growing technology company by the Sunday Times Tech Track 100, Festicket has seen an annualized sales rise of +224% since 2015 and is on course for another record year in 2018. Festicket has offices in London (HQ), Amsterdam, Berlin, Porto and San Francisco.



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