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Festicket Acquires Event Genius & Ticket Arena



[Festicket](#), the world's largest platform for music festival experiences, is announcing the acquisition of UK-based multi-award winning ticketing and cashless POS platform, [Event Genius](#). The sale also includes the consumer facing brand, [Ticket Arena](#).

The new offering, known as Event Genius by Festicket, will create an end-to-end platform for organisers and fans alike, providing the most complete offering in the live entertainment industry. The platform will bring together technology and expertise including ticketing, accommodation, travel & packages, marketing, data insights & analytics, access control, POS and cashless payment services, fan engagement tools and more to plug a gap in the market that no other organisation has addressed to date.

Festicket, which was recently ranked by the Financial Times as the 80th fastest growing company in Europe, empowers music fans to discover and book tickets and travel packages for over 2,000 music festivals worldwide. Its seamless two-sided marketplace brings together a network of nearly 6,000 accommodation and travel suppliers to create unique festival experiences for millions of festival-goers from around the world.



The acquisition will help deliver on Festicket's mission to become the world's largest two-sided platform for live events and build on recent success stories such as its exclusive UK and European partnership with Coachella.

Founded by Managing Director, Reshad Hossenally, Event Genius offers complete event solutions to some of Europe's best known events including Wales Rally GB, Motion Bristol, Annie Mac's Lost & Found Festival, Summer Daze, Ibiza Rocks and BPM Festival.

To date, Festicket, Event Genius and Ticket Arena have collectively served more than 4.5m customers from over 120 countries. Following the acquisition, Festicket will roll out the combined solution worldwide to festivals, concerts, clubs, sports, family attractions and more.



Zack Sabban, CEO and co-founder at Festicket, commented: “The acquisition transforms Festicket’s product set. In Event Genius, we have found a company that shares our mission to be a disruptive force in the live entertainment market and - ultimately - to bring the best possible experiences to fans. Reshad and the team have built a great product they have good reason to be proud of, and I look forward to welcoming them to the Festicket family”.

Reshad Hossenally who will join Festicket as Chief Supply Chain Officer explains: “The Event Genius mission has always been to utilise technology to bring event organisers and consumers a better experience, regardless of the size or type of event. Couple this with Festicket’s global marketplace and supplier network and we have something truly unique for the events industry.”

About Festicket

[Festicket](#) is the world's largest platform for discovering and booking festival trips.

Working closely with over 2,000 festival organisers including Coachella, Tomorrowland and Reading & Leeds, Festicket offers fans festival trips around the world that combine tickets with accommodation, travel and extras. The website serves a growing community of 2.5m festival goers with the latest news, lineups and updates from the festival world alongside a Festival Finder tool and Festival Guide for discovering new events.

Founded in 2012 by Zack Sabban and Jonathan Younes, the company is backed by some of Europe's most well-known investors including Beringea, Edge, Lepe Partners, ProFounders, InMotion Venture and more.

Festicket was ranked as the UK's 21st fastest-growing technology company by the Sunday Times Tech Track 100 in 2018 and is a Tech Nation Future Fifty member. Alongside its London HQ, Festicket has offices in San Francisco, Amsterdam, Berlin, Porto and Nantes.

About Event Genius & Ticket Arena

In 2008, Reshad Hossenally launched Ticket Arena to provide consumers and gig-promoters with a better way to buy and sell tickets online. Over the years that followed, the business developed the Event Genius platform, and has increased its market share to become an award-winning provider of innovative event technology to promoters across the UK and Europe.

Based in Leeds and London, Event Genius and Ticket Arena's mission remains clear: to work in partnership with event organisers of all sizes and types, to help them deliver the best live experiences possible to fans. Covering everything from ticketing, access control and POS cashless payments to engagement apps, fan loyalty and marketing services, Event Genius is a true end-to-end event management system.

Tried and trusted by the biggest events, club promoters, venues and artists across the globe, including Wales Rally GB, Ibiza Rocks, Summer Daze, BPM Festival, The Warehouse Project, Annie Mac's Lost & Found Festival and Motion Bristol, Event Genius and Ticket Arena have grown to serve over 1.9 million customers, have generated over €400 million worth of sales, processed in excess of 5 million cashless transactions, earned a 94% customer satisfaction rating and built a reputation as one of the most innovative and trusted independent event technology and ticketing suppliers in Europe.

Media contacts

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ABOUT FESTICKET

Festicket is the world's largest platform 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), San Francisco, Amsterdam, Berlin, Porto and Nantes.

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