



© 18 September 2019, 08:05 (BST)

Festicket launches Pay with Friends to revolutionise group bookings

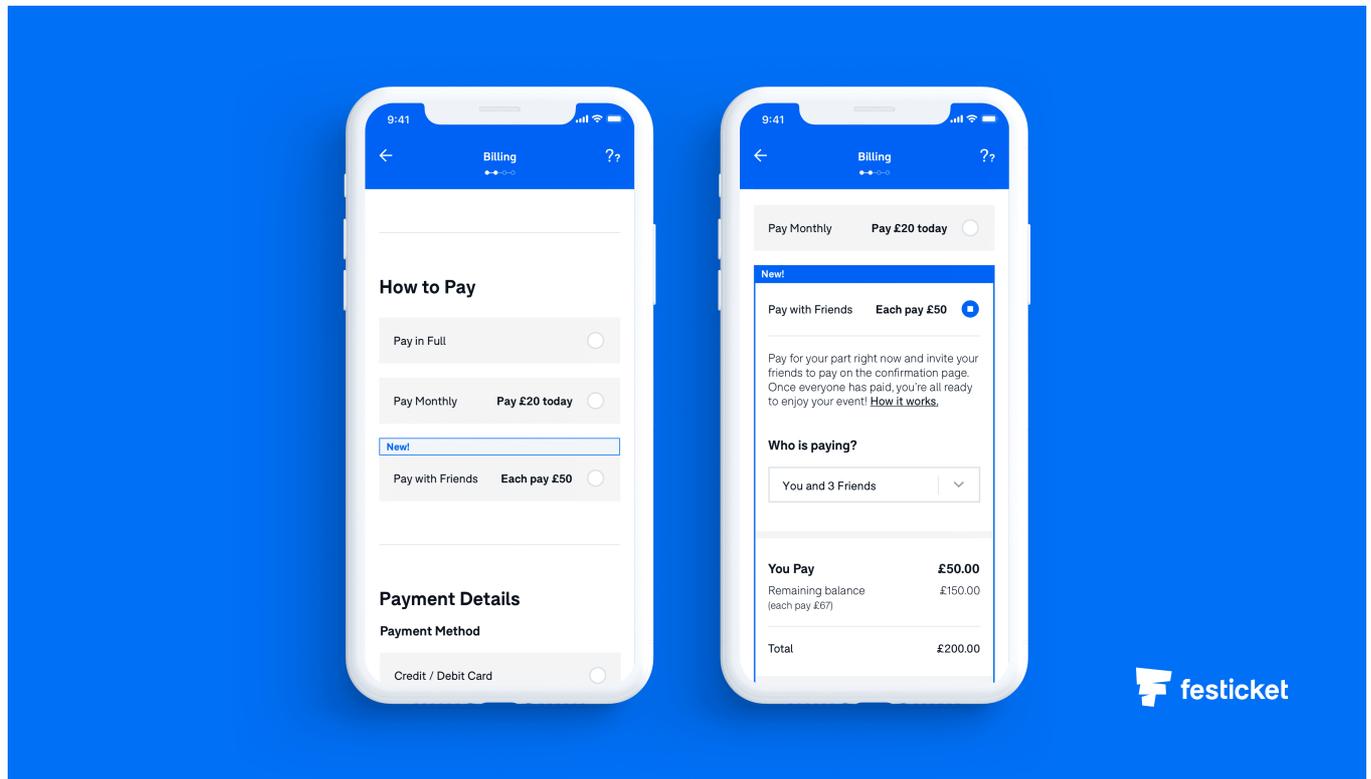


[Festicket](#), the world's leading festival experience platform, is announcing the launch of a new feature that allows fans to pay for festival tickets as a group, taking the pain out of being the lead booker.

By using Pay with Friends, the lead booker can reserve tickets for their whole group while only having to pay for part of the payment up-front. The other members of the group then have 48 hours to pay their individual part.

Normally, group bookings require a lead booker to take responsibility for organising, booking and paying for the trip. Often this responsibility can lead to friction and negatively impact the beginning of the festival experience. "Pay with Friends" aims to reduce pressure on the lead booker by sharing the payment immediately with the rest of the group through a simple, fast and easy-to-use solution.

Pay with Friends has also been developed in response to the huge popularity of group bookings on the Festicket platform. Around 60% of festival-goers go in groups of more than three; 20% of that are for more than six (source: Festicket consumer survey 2019). Festivals have become a popular alternative to group holidays with international festival travel increasing by 400% over the past 5 years (source: Festicket Wristband Report).

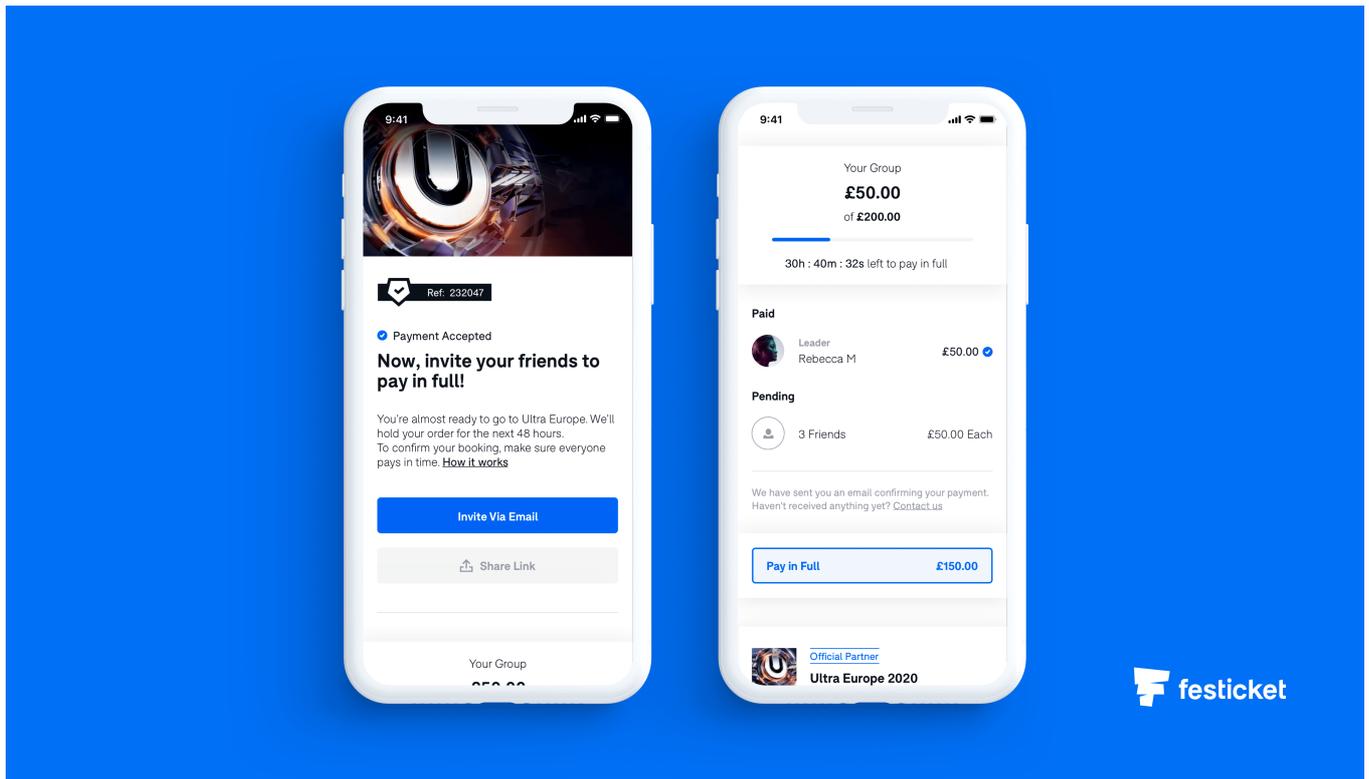


How Pay with Friends works?

Once multiple tickets or packages are selected, the lead booker can choose to Pay with Friends and split the total payment between their party.

The lead booker can then pay for their individual booking and send a link to the rest of their group, through which each party can complete their order. The tickets or packages will be reserved for 48 hours to give each person in the group time to pay up. Once all portions are paid, the order will be fully confirmed and accessible through each group member's Festicket account.

If anyone in the group does not pay before the 48 hour deadline, the booking is released and no one is charged. However, there is a small non-refundable deposit charged to the lead booker to reserve the booking.

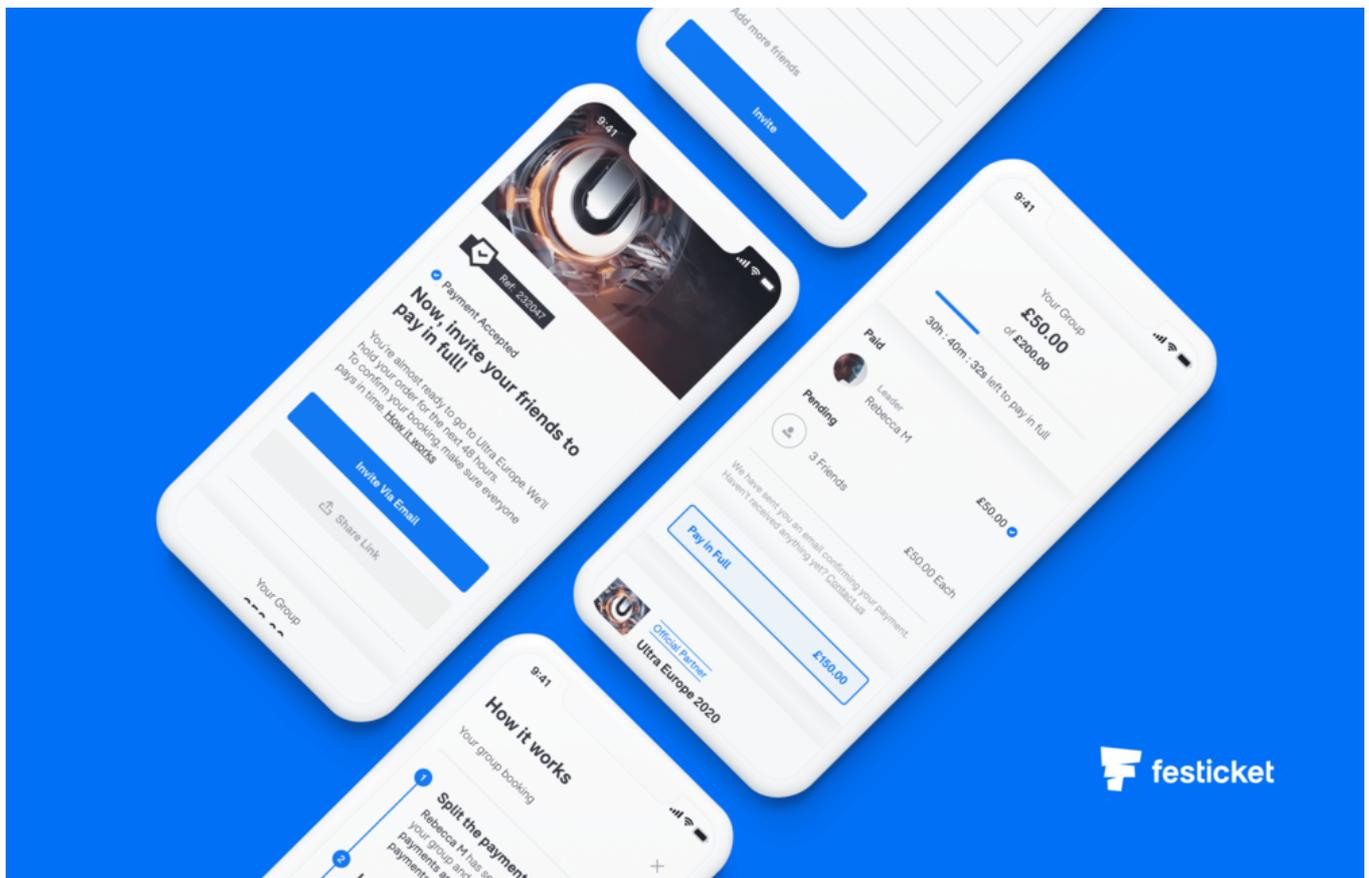


Quotes

Zack Sabban, CEO & Co-founder at Festicket, comments: “Our goal is to make festival discovery and booking as easy as possible for fans so they can focus on what matters - enjoying the festival. Groups are a big priority for us as the group is usually an important part of the festival experience. We already have a designated sales team for assisting groups with their booking. We are the first ticketing company to offer a feature specifically designed for group payments. It’s exciting to be leading the way with this lifesaver for lead bookers.”

Jonathan Younes, CPO & Co-founder at Festicket, comments: “It’s great to be able to offer our fans the option to Pay with Friends finally. We’ve created a fair solution that guarantees fans won’t be left out of pocket just because they’re the organised one out of their friends! We’ll continue to add features like this to the Festicket product to make sure all our customers have the best possible booking experience.”

Ben Martin, Senior Product Manager - Payments at Festicket, comments: “We sympathise with lead bookers, who usually have to bear the brunt of the organisation when booking a festival trip. This feature is designed to make their life easier, and get their group on track for a great festival experience.”



ABOUT FESTICKET

Festicket is the world's largest platform for discovering and booking festival trips. Working closely with over 2,000 official festival partners 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 a range of investors including Beringea, Edge, Lepe Partners, ProFounders and InMotion Venture. 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.

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.

 pr.co



Festicket