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## AEG signs up Festicket as official partner for 2020 UK festivals



*American Express Presents BST Hyde Park (Photo: Tom Hancock)*

**The deal names Festicket as an official partner for both American Express presents BST Hyde Park and All Points East.**

[Festicket](#) and [AEG Presents](#) have come together in a partnership which sees Festicket named as an official ticket and exclusive travel package partner for the 2020 edition of All Points East, headlined by Tame Impala at Victoria Park. The deal also names Festicket as an official ticket and travel package partner for American Express presents BST Hyde Park, currently headlined by world famous girl group Little Mix.

AEG Presents are one of the world's leading companies in live entertainment, promoting sell-out UK tours for the likes of Justin Bieber, Bon Jovi and Shawn Mendes. 2020 will see American Express presents BST Hyde Park feature Pearl Jam, Taylor Swift and more. All Points East has won numerous industry awards and featured artists such as The National, The Chemical Brothers, The Strokes and Bon Iver.

Festicket have developed a global network of travel partners alongside their innovative ticketing platform, bringing a hassle free experience to fans booking festival tickets worldwide. The partnership will afford All Points East and American Express presents BST Hyde Park fans a seamless experience for booking festival ticket and hotel packages.

Jim King, CEO European Festivals, AEG Presents: "We're excited to be announcing Festicket as a partner. They've built a strong audience base and a dynamic marketing offering which complements our wider ticketing strategy."

Greg Holmes, Commercial Director, Festicket: "We're delighted to be working with such a prestigious promoter in AEG Presents, and with American Express presents BST Hyde Park and All Points East in particular. We're really excited to show what the Festicket platform can do for fans, streamlining their usual booking process, reducing stress and ultimately allowing them to enjoy the event to its fullest."

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### **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 and in 2019 completed with acquisition of Leeds (UK) based ticketing and cashless POS platform Event Genius, and the related Ticket Arena consumer website and brand. 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 AEG Presents**

AEG Presents is AEG's live-entertainment division, a collection of companies dedicated to all aspects of live contemporary music performance, touring and a variety of programming and multi-media production. AEG Presents is behind festivals such as California's famed Coachella, Los Angeles' Camp Flog Gnaw Carnival, London's BST Hyde Park and All Points East, Paris' Rock en Seine and a myriad of tours, live shows and venues around the world including the world's most popular venue The O2 in London, LA's Staples Center and many more.

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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.



Festicket