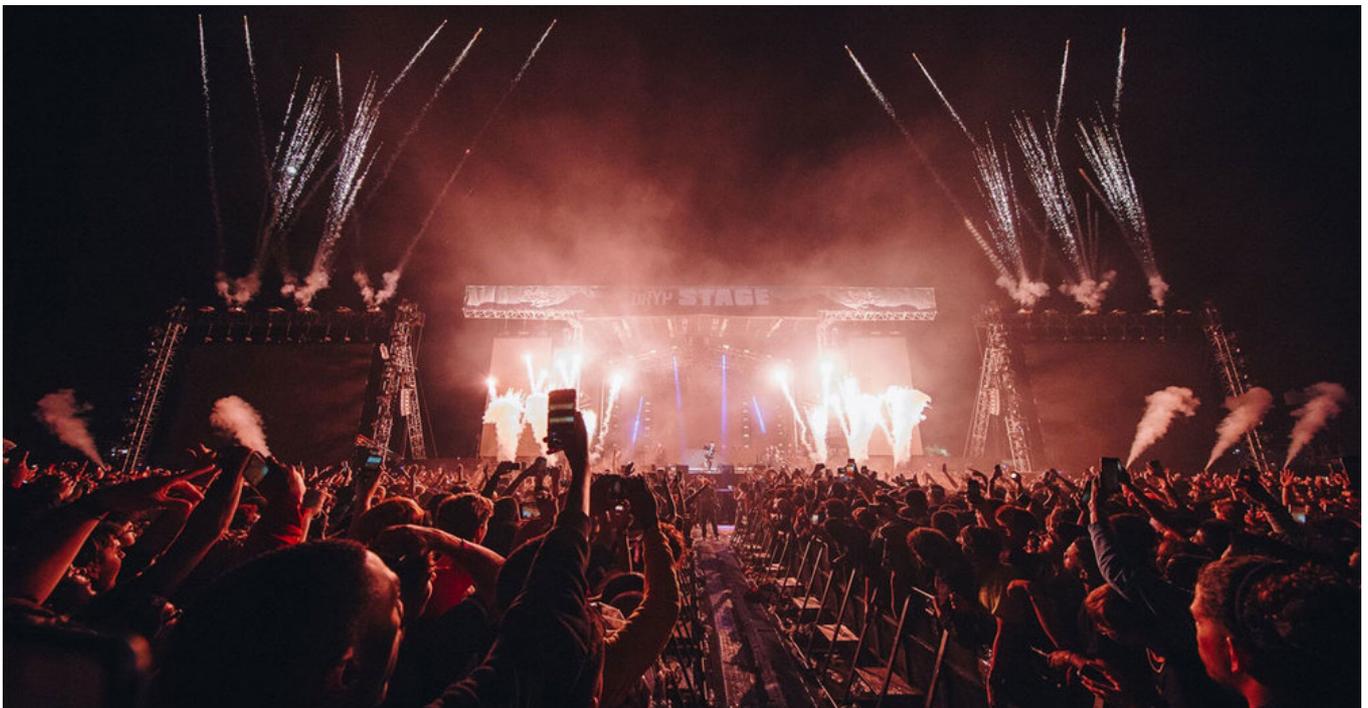




🕒 06 February 2020, 12:00 (GMT)

Hip-hop festival giant Rolling Loud launches in Portugal with Event Genius by Festicket



The festival will make its debut in Europe this July with Event Genius by Festicket providing ticketing, travel, access control and cashless services.

The world's biggest hip-hop festival, Rolling Loud, has revealed it will come to Europe for the first time ever this summer and will partner with [Event Genius](#) by [Festicket](#), taking advantage of the company's new end-to-end service.

The festival's flagship edition makes its home in Miami with alumni including Kendrick Lamar, A\$AP Rocky, Future, Travis Scott, Ty Dolla \$ign and more. The numbers for Rolling Loud are as impressive as the names; 2019 saw the festival attract 60,000 fans per day in New York, Los Angeles and Miami and the inaugural Australian edition of the festival sold out its 20,000 tickets in less than 40 minutes.

With A\$AP Rocky, Future, Wiz Khalifa and more confirmed, the inaugural Portuguese edition on Praia de Rocha beach, Portimão represents a huge addition to the European festival circuit and a significant boost for the local economy. The area surrounding Portimão, Southern Portugal, is one of the Mediterranean's lesser known gems and one of Europe's most stunning natural settings. Long idyllic white beaches, striking cliff faces, rolling waves and secluded coves make up the beautiful coastline that the continent's biggest hip-hop event will now call home.

Fans will benefit from discovery and ticket booking via the Festicket, [Ticket Arena](#) and Rolling Loud websites, extensive travel package options and access control and cashless payments on site all being delivered by one provider. With fans expected to make the pilgrimage from all over Europe and beyond to enjoy the show, Festicket's wide array of packages will create a one-stop-shop for fans including festival tickets, accommodation options and travel elements all in one streamlined user experience.



Rolling Loud co-founders Matt-Zingler & Tariq Cherif (credit: Rolling Loud @snap_ll)

Tariq Cherif and Matt Zingler, Co-Founders of Rolling Loud, had this to say about the European expansion. "After 5 years of building our audience in the US brick-by-brick, it was time to bring the party to our friends in Europe. The location on the beach in Portugal is the perfect spot to kick off our European invasion.

Festicket CSO (Chief Supply Chain Officer) and Event Genius founder, Reshad Hossenally: "The response from hip-hop fans across Europe has already been huge for this announcement and we're especially excited to be involved to help make the transition from US to Europe as smooth as possible for our new partners. Our product set covers so many bases now that we are able to provide a great service at every stage of the event cycle, and really take the pressure off our clients."

Festival partners Event Horizon, Head of Global Operations, Jason Jennings: "We're thrilled to be helping bring Rolling Loud to Europe. The location is perfect and it's great to have a provider like Event Genius by Festicket on board who can handle so much of the ticketing and on-site demands, so we can focus on helping make the first edition of Rolling Loud Europe one to remember!"

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ABOUT EVENT GENIUS BY FESTICKET

Festicket is the world's largest platform for discovering and booking festival trips. 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 the acquisition of multi-award winning Leeds (UK) based ticketing and cashless POS platform Event Genius, and the related Ticket Arena consumer website and brand.

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

Together, the company works closely with over 4000 official festival and event partners including Coachella, Tomorrowland, BST Hyde Park, Ibiza Rocks, Motion Bristol and Wales Rally GB, serving a growing community of over 5 million customers.

Festicket was named in the FT (Financial Times) 1000 in 2019, is a Tech Nation Future Fifty member and also made Deloitte's Technology Fast 50 list in 2019. Alongside its London HQ, Festicket has offices in Leeds, San Francisco, Amsterdam, Berlin, Porto and Nantes.

ABOUT ROLLING LOUD

Founded in 2015 by Matt Zingler and Tariq Cherif as a one-day festival in Miami, Rolling Loud evolved into a global behemoth, with massive festivals on both American coasts and international events in Australia and a forthcoming European expansion. In 2019, Rolling Loud hosted the first annual Rolling Loud New York, which boasted one of the brand's most impressive lineups yet, and the company is currently preparing for Rolling Loud Miami, occurring at Hard Rock Stadium on May 8th-10th 2020.

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