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Festicket launches the “FlexTicket” allowing music fans to book festivals with peace of mind amid Coronavirus outbreak



The initiative will offer music fans a bespoke flexible cancellation period.

With the spread of coronavirus (COVID-19), all live music professionals are on day-to-day crisis management to address festival cancellations, customer safety, travel bans and a loss in customer confidence.

During this difficult period, uncertainty surrounding travel and large events continues to grow and analysis of our global festival data displays a considerable drop in customer confidence over recent weeks. Should this continue, it will severely affect festival ticket sales and the wider events industry ecosystem during the key months of March, April and potentially May 2020.

With this in mind, Festicket has launched the “FlexTicket” - an initiative that protects fans in the uncertain times we find ourselves in. The initiative gives all customers the flexibility to cancel both ticket and package orders under any circumstances on partnered events. New bookings made up until the 30th April will be valid for the flexible cancellation policy. Customers are commonly reporting their concerns over safety, health and travel and the FlexTicket initiative removes these factors as barriers to them booking the experiences they love.

The initiative is aimed at giving festival fans the world over the confidence to book their next festival experience today, allowing people to take advantage of reduced prices for advanced and early bird tickets and packages, with the peace of mind they are protected against any changes in circumstance.

The move has been well received by the industry and has the backing of over 150+ music promoters and events worldwide.

“This is a difficult time for people, communities and businesses all over the world” commented Zack Sabban, Festicket Founder & CEO. “As uncertainty continues to grow, we wanted to find a way to ease these feelings amongst our fans and the wider festival going community. We hope the FlexTicket policy will give festival-goers the confidence and peace of mind to continue about their lives, planning the types of experiences they look forward to this summer.”

ABOUT FESTICKET

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.

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