



© 27 May 2020, 07:00 (BST)

82% of festival-goers say that free cancellation will be vital when booking for future events



82% of festival-goers said that free cancellation will be vital when booking for future events, according to a recent Festicket survey of over 110,000 festival-goers.

The option to cancel bookings without penalty came second only to lineup in importance when considering whether to book for future events.

Festicket spotted this early and launched its FlexTicket initiative back in March, offering festival-goers flexible cancellation on bookings for festivals that opted in to the scheme. The initiative has since been extended to cover ticket or package bookings up until the end of June.

already seen an uplift in sales of over 34% for those festivals that have added FlexTicket to their offering, and believe that while the current uncertainty continues this will be a vital part of easing consumer sentiment and helping to boost sales.

Any partners who wish to join or find out more about our FlexTicket offer should contact their Festicket Account Manager.

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.



Festicket