

TicketSwap launches ‘Unlock your Summer’ campaign featuring event discovery chatbot in Spain and Germany

Barcelona & Berlin, 02 July, 2026 – TicketSwap, the leading marketplace to buy and sell tickets, today officially announced its new summer campaign, ‘Unlock your Summer.’ Positioned as the ultimate guide for discovering and unlocking live events, the campaign introduces an interactive chatbot designed to help event-goers instantly find plans based on their immediate needs, location, and vibe.

As Europe enters its peak season for live entertainment, millions of people are actively searching for festivals, concerts, and last-minute weekend plans. TicketSwap’s campaign addresses this seasonal demand by transforming the platform from a ticket exchange into a proactive event discovery hub in Germany and Spain, two of its growing markets.

"Summer is all about spontaneity, but finding the right event at the last minute can often feel overwhelming," said Christoph Radjeh, Region Lead DACH at TicketSwap. "Our goal this summer is to be the ultimate shortcut to an unforgettable season. Whether you’re looking for a festival tonight, a museum this weekend, or a hidden gem in a new city, we’re making it effortless to get social and experience more."

Smart, personalised discovery for your best summer plans

Central to the campaign is [a new chatbot assistant](#) that allows people to input their specific preferences to instantly receive tailored event suggestions for their city or travel destination.

In tandem with the chatbot, TicketSwap is launching a targeted content series focused on going out in Barcelona and Berlin. The platform will roll out curated summer guides

specifically for the city, offering ideas from last-minute date ideas to solo nights out.

Making the most of summer, safely

Through this campaign, TicketSwap is dedicated to helping fans discover more events they love and making sure they can maximise their summer plans without the stress. By connecting fans to the events happening right around them, TicketSwap provides a vibrant ecosystem where event-goers can easily find inspiration, grab a last-minute ticket, or pass a spare on to another fan safely and securely when plans change.

Ready to plan your next outing? The TicketSwap chatbot is now live and waiting to help you build your perfect summer calendar. Click [here](#) to get started!

About TicketSwap

TicketSwap is a safe, convenient, and fair place to buy and sell tickets for concerts, festivals, sports events, theatre, and day trips.

With over 19 million users and 480,000 events in 42 countries, TicketSwap protects fans from overpricing by capping resale prices at up to 20% above the original ticket price, with lower limits applying where relevant. The platform is available in 13 languages and offers a 24/7 Help Centre.

Together with its unique anti-fraud technology (SecureSwap) and partnerships with 110 ticket providers worldwide, TicketSwap is the most integrated resale solution in the world. By working closely with event organisers and artists, the organisation is dedicated to optimising the fan experience.

Contact details

PR Team

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