

TicketSwap gains momentum in France with Delta and Touquet Music Beach partnerships, following Cercle Festival success

Paris, 13 July, 2026 - TicketSwap, a safe, fair, and convenient place to buy and sell tickets, is rapidly accelerating its momentum in France by teaming up with some of the country's most iconic music events. Across the recent Cercle Festival, alongside the upcoming Delta Festival and Touquet Music Beach Festival, TicketSwap is taking the risk out of resale for over 230,000+ festival-goers this season, while providing organisers with control over their ticketing ecosystem.

With nearly 2 million users in France alone, TicketSwap does more than just prevent fraud. By providing a secure alternative to the unregulated secondary market, the platform captures otherwise untrackable ticket transfers, giving organisers a clear view of who is actually attending their event and a wider marketing reach to connect with fans.

The momentum kicked off with the recent Cercle Festival at the National Air & Space Museum of France, where fans seamlessly exchanged tickets using TicketSwap.

“Our renewed partnership with TicketSwap was a natural fit for this edition. Because the platform was already widely used and trusted by our community, it made the resale experience smooth and reassuring for attendees,” says Nicolas Bergounioux, Project Manager at Cercle Festival.

The collaboration continues through the summer to support the beachside crowds at Marseille's Delta Festival, followed by the legendary electronic weekend at Touquet Music Beach Festival on the northern coast.

“We are delighted to be collaborating with TicketSwap, whose expertise and availability allow us to move forward with confidence. We thank them for their support and the quality of our discussions regarding our marketing strategy,” says Christelle Geiswiler, Marketing & Ticketing at Delta Festival.

“Working with TicketSwap means being sure of receiving fast and efficient customer service. If there's the slightest problem, I know who to contact, and I know I'll get help as quickly as possible. For me, that's the most important thing in this type of collaboration,” says Antoine De Brabandere, Chief of Sales & Marketing at Touquet Festival.

A shared commitment to safety and control

Behind every iconic festival is a team that has invested months of hard work into creating an unforgettable event. To maintain that experience, organisers need clear control over their ticketing ecosystem. One way TicketSwap supports this is through its innovative anti-fraud technology, SecureSwap – which invalidates old barcodes and issues brand-new, valid ones to buyers – ensuring fans are protected from fraud while giving organisers a clear, reliable view of who is crossing their gates.

By bringing resale demand in a secure marketplace, organisers can successfully protect their community, maintain a safe atmosphere, and safeguard the experience they've worked so hard to deliver. It keeps the event firmly in the hands of the people who built it, allowing them to keep their focus exactly where it belongs: putting on an unforgettable show.

“At TicketSwap, we believe that helping fans attend more of the events they love goes hand-in-hand with supporting the organisers who make those events possible,” said Maxim Troch, West-European Partnerships Lead at TicketSwap. “Partnering with iconic festivals like Cercle, Delta, and Touquet Music Beach allows us to turn the secondary market into a tool for long-term growth. It's about keeping things fair for fans, while giving organisers the structure and security they need to succeed.”

As TicketSwap continues to deepen its roots in France, the platform looks forward to welcoming more events and communities into its ecosystem this summer.

To learn more about TicketSwap's event solutions, contact partnerships@ticketswap.com.

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

Enquiries related to company strategy, marketing initiatives, brand activations, events and sponsorship.

press@ticketswap.com

Copy link

<https://press.ticketswap.com/268172-ticketswap-gains-momentum-in-france-with-delta-and-touquet-music-beach-partnerships-following-cercle-festival-success/>