



Press release

Groningen, October 14, 2021

ESNS and See Tickets join forces

GRONINGEN. ESNS (Eurosonic Noorderslag) and See Tickets have agreed to a long term commitment. For the next four years, See Tickets will be handling all ticketing for the conference and festival in the city of Groningen. The brand partnership commences this year, with the next edition taking place from 19-22 January 2022.



ESNS offers a wide variety of products and services, including festival- and conference tickets, hotel arrangements, merchandise and cashless payment options. In the new customer journey See Tickets provides, all products will be selectable in one single transaction. Besides ticketing, ESNS will be one of the first partners to benefit from the new See Tickets CRM-tool Identity. With these new options, the level of personalization for attending visitors will increase to reach a new level for the most important showcase festival of Europe.

Dago Houben, CEO ESNS:

“ESNS is always on the lookout for new possibilities to take the customer journey to a higher level. Especially in this time, smart data interpretation and personal communication with our visitors are key. We’re looking forward to building a strong partnership with See Tickets.”

Marijke van den Bosch, MD See Tickets Benelux:

“We’re thrilled to embark on this new partnership with ESNS. The combination of history and heritage of the festival/conference and our scalable e-commerce solutions promises a lot for our joint future. This partnership fits in perfectly with the experience we have in the dance industry and our ambitions in live music. We’re looking forward to welcoming everybody to beautiful Groningen in January 2022.”

For over thirty years, See Tickets has been a standard in the (inter)national live entertainment and leisure industry. With offices in 16 cities including Amsterdam, Antwerp, Berlin, Groningen, Lisbon, London, Los Angeles, Madrid, Marseille, Nashville, Nottingham, Paris and Zürich, they service more than 10,000 clients in 33 different countries. In the Benelux, See Tickets has partnerships with the Amsterdam Dance Event, Awakenings, Tomorrowland and the new soon to be opened museum Our House.

ESNS

ESNS is a non-profit, European artist only, 100% showcase festival and music conference. Selling out each year ESNS attracts over 4.000 professional delegates, including 400 international festivals, and showcases around 350 European artists for over 40.000 visitors total. Its mission is to stimulate and push the circulation of European music across the European continent as well as beyond. The main activities consist of the conference, the festivals Eurosonic and Noorderslag and the two European projects: the Music Moves Europe Talent Awards and the European Talent Exchange Programme (ETEP).

ESNS will take place between the 19th and 22nd of January in Groningen. Get your tickets or check for more information: www.esns.nl.

Contact: Adriaan Pels – adriaan.pels@esns.nl

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