

Competition for Asian tourists

Chinese Market Leader CTrip Group Integrates bookingkit as First European Software Platform for Tours and Activities

Berlin, February 28th, 2019 — booking has announced that it will be the first European SaaS provider in the tours and activities sector to partner with Chinese travel service provider CTrip Group. CTrip Group, which owns China's leading travel portal for tours and attractions, together with its independent APAC facing brand Trip.com, will integrate Berlin-based bookingkit's digital inventory of tours, activities and events into its own listings. bookingkit customers will be able to list their experiences on Trip.com with a single click, giving Asian tourists the opportunity to book tours and activities in Europe in real time. For CTrip Group, the partnership is a strategic step towards expanding their services into the European market. Tour and activity operators in Europe stand to benefit greatly from the exposure offered by Asia's largest online travel agency (OTA) Trip.com. The new partnership represents a joint response to the growing demand for European activity listings and online booking for Asian tourists.

bookingkit, Europe's leading SaaS provider for tours and activities, will make its inventory available to China's top online travel website, as well as Trip.com's APAC audiences. The integration of bookingkit into the CTrip Group will enable operators to promote their tours, activities and events to over 300,000 users, as well as offer online booking in real time. The partnership with bookingkit will grant CTrip Group access to over 33,000 tours, activities and attractions in Europe.

"Europe is the world's top international travel destination. In China in particular, detailed and intensive travel planning and booking services – especially those for sightseeing attractions – are very common. We are pleased that our partnership with bookingkit will enable us to provide our customers with a large selection of tours, activities and attractions which can be booked online in real time as well as provide us with an opportunity to expand into the European market," said Yu Xiaojiang, CEO of Ctrip TTD.

For bookingkit, the new strategic partnership will further reinforce its position as Europe's leading provider of booking software. "We are extremely pleased to be working with Asia's largest OTA—this represents a huge step for us in further expanding our business around the globe. As the first European company to partner with CTrip Group, we are able to provide our customers with a clear competitive advantage and to make their experiences available and bookable for Asian tourists," said Lukas C. C. Hempel, Founder and Managing Director of bookingkit. bookingkit listings will be integrated into Trip.com in Q1 2019. The feature will be made available to all bookingkit users.

Press Release

Berlin, February 28th 2019

About bookingkit:

bookingkit provides digitalization solutions for tours and activities, which represent the third largest tourism sector worldwide. The SaaS company offers a standardized and scalable technology for tour and activity providers to sell and market their bookings. With its integrated distribution system, bookingkit serves as a two-way digital infrastructure, connecting also travel agencies and other sales channels with a vast library of experiences updated in real time. The company received several awards, including PhocusWright Europe's "EMEA Travel Innovator" award, Travel Industry Club's "Startup of the Year" award, and the rating of "Very Good" from Germany's renowned comparison shopping engine, vergleich.org. Forbes Magazine nominated bookingkit as one of the 100 most innovative startups in Germany featured by The Hundert. In addition, the German Institute for Quality Standards and Testing awarded bookingkit the "Top Service" quality seal for its excellent customer support. In the area of employee satisfaction, FOCUS Business and kununu both rated bookingkit as the 3rd best SME to work for in Berlin in the "Internet" category. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany and employs around 100 people. For more information, visit: www.bookingkit.net

About Trip.com:

Trip.com provides one-stop travel booking services in 19 languages through our website and mobile app. We are a part of the Ctrip Group, a NASDAQ listed company since 2003 (NASDAQ: CTRP) with over 30,000 employees and over 300 million members, making it one of the leading online travel agencies in the world. With more than 1.4 million hotels in 200 countries and regions, we've built an extensive hotel network to give our customers a fantastic choice of accommodation. Our far-reaching flight network has over 3 million individual flight routes connecting more than 5,000 cities around the globe. When you combine this with our 24/7 English customer service and various other travel products, you can trust us to take care of your next trip. Visit Us: <https://www.trip.com>

About Ctrip.com International, Ltd:

Ctrip.com International, Ltd. is a leading travel service provider of accommodation reservation, transportation ticketing, packaged tours and corporate travel management in China. It is the largest online consolidator of accommodations and transportation tickets in China in terms of transaction volume. Ctrip enables business and leisure travelers to make informed and cost-effective bookings by aggregating comprehensive travel related information and offering its services through an advanced transaction and service platform consisting of its mobile apps, Internet websites and centralized, toll-free, 24-hour customer service center. Ctrip also helps customers book vacation packages and guided tours. In addition, through its corporate travel management services, Ctrip helps corporate clients effectively manage their travel requirements. Since its inception in 1999, Ctrip has experienced substantial growth and become one of the best-known travel brands in China.

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