

Turnover again more than doubled **bookingkit reports revenue growth of over 100 percent for 2018**

Berlin, 6th December 2018 - bookingkit, the leading SaaS solution for digitizing tours and activities, has more than doubled its turnover in 2018, and is already profitable at regional level. The inventory was also significantly expanded in the current year. The number of experiences that can be booked in real time rose to 33,000. In order to push the expansion course of bookingkit in Europe, the locations for Italy and France were expanded, further countries will follow in 2019.

bookingkit's financial year 2018 has ended very successfully with a doubling of turnover. The founders Lukas C. C. Hempel and Christoph Kruse are more than satisfied with the company's economic development. "Since founding the company in 2014, we have doubled or even tripled our turnover and growth every year, and succeeded in doing so this year as well. In 2018 we became profitable at regional level in the German-speaking countries for the first time," says Lukas C.C. Hempel, bookingkit's founder and Managing Director. bookingkit renounces a short-term profitability of the whole company in favour of a fast but healthy growth. "We will be investing further in 2019, as the market for tours and activities is large and fragmented," continues Hempel. The bookingkit team has also grown over the past few years from a staff of around 40 to 80 today.

With the fresh capital from the Series B Funding Round, bookingkit was able to continue this year's expansion course in Europe. To this end, in addition to the German-speaking countries, the core markets in Italy and France have also been developed with their own regional teams and country managers. Further countries will follow in 2019. Due to the constantly growing number of partners and customers, the inventory could be expanded: The number of real-time bookable experiences rose to more than 33,000 - an increase of over ten percent. "As we would like to make our real-time inventory accessible for more partners outside Europe as well, we are increasingly talking about cooperations with major international players. An exciting market with great potential is currently Asia, where we would like to grow our partnerships in 2019," is how Christoph Kruse, founder and Managing Director of bookingkit, explains the growth plans for next year.

Last but not least is Christmas: Experience shows that the holidays at the end of the year forms a major component of companies' annual turnover in the tours and activities market. bookingkit is also expecting a boost to sales at the end of the year, and Hempel predicts that "the industry in Germany this year will generate on average of 25 percent of its annual turnover in December - for the majority of tours and activity providers, this corresponds to twice or three times the amount of a normal month."

About bookingkit:

bookingkit provides digitalization solutions for tours and activities — the third largest tourism sector. The company's software-as-a-service solution offers a standardized and scalable technology for managing, selling and marketing bookings to tour and activity providers. With its integrated distribution system, bookingkit is able to connect this data to destinations, travel agencies and sales channels. bookingkit thus offers a digital infrastructure which can be managed in real time around the globe to both, providers and marketers. The company received several awards, including PhocusWright Europe's "EMEA Travel Innovator" award, Travel Industry Club's "Startup of the Year" award, and a "Very Good" rating from Germany's renowned comparison shopping engine, vergleich.org. In addition, the German Institute for Quality Standards and Testing awarded bookingkit the "Top Service" quality seal for its customer-oriented service. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany and employs around 80 people.

For more information, visit: www.bookingkit.net

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