



## **Amadeus Germany Adds 30,000 bookingkit Tours and Activities to Amadeus Selling Platform Connect**

**BERLIN, March 6, 2018 — Amadeus Germany announced that it will add tours, activities and events from bookingkit, Germany's leading software solution for digitalized tours and activities, to its Amadeus Selling Platform Connect. The integration will enable Amadeus travel agencies to display, check and book up to 30,000 available activities in real time.**

The Berlin-based company bookingkit provides tour and activity providers with a comprehensive booking and management software solution. The platform also operates as a channel manager for the marketing and distribution of experiences, for example as a white label solution via providers websites. The partnership between Amadeus and bookingkit will make bookingkit's entire inventory of tours and activities available for use by travel agencies.

bookingkit provides digitalization solutions primarily for tours, activities and events in Europe, especially those in German-speaking destinations and other major European countries, such as France and Italy. These include city tours, hiking tours, ATV tours and sailing tours, as well as spa services, yoga, museum tickets, cooking classes, dance lessons and workout classes. Each activity is accompanied by pricing and availability information, a text description, images and geolocation information.

With the integration of bookingkit into Amadeus Selling Platform Connect, travel agencies will be able to connect to bookingkit's inventory separately or within an existing booking in the Amadeus platform. Tours and activities can be filtered according to destination and time period using an integrated interface to find the most fitting options in bookingkit's expansive inventory. The booking for the desired activity and time, as well as payment, can be concluded by the travel agency office via the bookingkit interface. As planned, the integrated service will then add the booking information to the passenger name record (PNR) to make it available for use by all downstream processes.

Travel agencies will be able to use the bookingkit interface within Amadeus Selling Platform Connect free of charge and will also receive a commission for bookings. For this purpose, agency agreement with bookingkit can be concluded separately or directly on the interface



"bookingkit equips tour and activity providers with a simple, yet powerful, solution. Connecting to a distribution system such as Amadeus Selling Platform Connect is a logical next step for us," says Christoph Kruse, Co-Founder and Managing Director of bookingkit. "bookingkit's automated processes makes it easy for operators to handle selling and distribution - even if the majority of German-speaking travel agencies have access via Amadeus Selling Platform Connect. It doesn't get any easier than this to find new potential customers."

"Today, going on vacation is about more than just taking a trip somewhere and staying in a hotel. Vacationers place high priority on having experiences. With access to bookingkit's inventory, travel agents will be able to present customers with a range of fitting tours, activities and events available at their destination — and they'll be able to book these directly through the Amadeus platform," says Uta Martens, Managing Director of Amadeus Germany. "In our experience, the average value of these bookings is around 100 euros. Travel agencies will not only be able to provide customers with more comprehensive consultation services, but they will also have a wider selection of tours and activities to offer and thus more opportunities to generate additional turnover with an attractive margin."

The integration of bookingkit into the Amadeus Selling Platform Connect is planned for 2018.

The integrated service will be showcased at the 2018 ITB travel trade show in Berlin (March 7-10, 2018) at the shared booth for Amadeus, Traveltainment and Travel Audience: booth 115, hall 5.1.

**About bookingkit:**

bookingkit provides digitalization solutions for tours and activities — the third largest tourism sector. The company's software-as-a-service solution provides tour and activity providers with a standardized and scalable technology for managing, selling and marketing bookings. With its integrated distribution system, bookingkit is able to connect this information with destinations, travel agencies and sales channels. bookingkit thus offers both providers and marketers a digital infrastructure which can be managed in real time around the globe. The company received several awards in 2017, 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. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany. For more information, visit: [www.bookingkit.net](http://www.bookingkit.net)

**About Amadeus:**

Amadeus is a leading provider of advanced technology solutions for the global travel industry. Customer groups include travel providers (e.g. airlines, hotels, rail and ferry operators, etc.), travel sellers (travel agencies and websites), and travel buyers (corporations and travel management companies).

The Amadeus group employs around 15,000 people worldwide and does business in more than 190 countries. The company has central sites in Spain (corporate headquarters), France (development) and Germany (operations), and offices in 70 countries around the world.

The group operates a transaction-based business model.

Amadeus is listed on the Spanish Stock Exchange under the symbol "AMS.MC" and is a component of the IBEX 35 index.

To find out more about Amadeus please visit <http://www.amadeus.com> and <http://www.amadeus.com/blog/> for more on the travel industry.

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