

bookingkit announces further major customer on board: Universal Studios Hollywood

Berlin, 11th February 2019 - bookingkit, the leading SaaS solution for the digitization of tours and travel Activities, is thrilled to announce its collaboration with Universal Studios Hollywood™ in Los Angeles.

Universal Studios Hollywood is The Entertainment Capital of L.A. and includes a full-day, movie-based theme park and Studio Tour. As a leading global entertainment destination, Universal Studios Hollywood delivers highly themed immersive lands that translate to real-life interpretations of iconic movie and television shows. The world-renowned Studio Tour is Universal Studios Hollywood's signature attraction, inviting guests behind-the-scenes of the world's biggest and busiest movie and television production studio where they can also experience authentic thrill rides. The adjacent Universal CityWalk entertainment, shopping and dining complex also includes the all-new multi-million dollar, redesigned Universal CityWalk Cinema, featuring deluxe recliner seating in screening room quality theatres, and the "5 Towers" state-of-the-art outdoor concert stage.

With its digital technology, bookingkit enables Los Angeles's number one attraction to provide Travel Partners with the ability to pre purchase tickets for their clients, especially those tickets with Limited availability- Universal Express Tickets and the exclusive VIP Experience, which often sell out.

This technological advancement by means of the bookingkit software now enables the Sale of tickets via the company's own websites and the marketing of the Tickets through more than 20 global marketers affiliated to bookingkit, as well as many thousand travel agencies worldwide. Through the bookingkit software, gate ready e-tickets are now available to send directly to clients, a huge benefit from the digitized processes.

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, such as 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. Also Forbes Magazine wrote about bookingkit as one of the 100 most innovative startups in Germany featured by The Hundert. 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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