

## **bookingkit partners with activities booking leader Viator**

***Berlin, October 9, 2015.*** Today, booking software provider bookingkit announced its partnership with the world's leading tour and activities booking portal, Viator. For all of bookingkit's customers, this means they can immediately and seamlessly integrate their activities also into the world's largest travel website TripAdvisor. This enables bookingkit to strengthen its role as a technological leader and further expand its channel management solution.

In its mission to establish the most innovative and best booking software in Europe for leisure providers, bookingkit plans to work together with the world's largest tour and activities portal, Viator. Activities of bookingkit's clients can now be booked with Viator. As a global marketplace, Viator, a TripAdvisor company, focuses on local attractions and activities – and offers thousands of adventures for all ages and interests, as well as for every budget. In addition to their own website viator.com, the company is responsible for more than 60 other B2C websites, mobile services and apps and possesses a worldwide network of affiliates. Viator's offers are enriched by more than 800,000 user ratings, photos and videos, and reach more than 10 million unique visitors per month.

"By connecting our software bookingkit with Viator's extensive network, we are able to open another very important channel for distribution and also facilitate the consolidation of data standards. Moreover, this partnership allows us to give our customers access to the world's largest travel website TripAdvisor with more than 375 million monthly visitors, which is closely linked to Viator," says Lukas C. C. Hempel, General Manager of bookingkit. "From the beginning, our mission has been to digitize the market of leisure providers along with their business processes and inventory, and make this market fit for the future. Partnering with Viator will greatly help our clients in organizing the daily business and in marketing their offers with a wide reach."

The advantage of bookingkit technology is a complete 2-way solution:

- Users of Viator and TripAdvisor can access and book offers from bookingkit customers in real time
- bookingkit customers receive bookings directly in the software - no double calendar or data maintenance, overbookings or manual tasks
- bookingkit's customers gain access to the vast reach of Viator and TripAdvisor

With this partnership, bookingkit broadly expands its position as a technology-driven channel manager. "In real time, we synchronize and consolidate all metadata and the availabilities of our customers, the leisure providers. A real milestone – especially for smaller providers," explained Christoph Kruse, second founder of the Berlin-based software startup.

Integration with Viator is available for all bookingkit customers as of today and is already actively in use.

**About bookingkit**

bookingkit GmbH offers a smart booking solution for leisure businesses, which helps them to sell, merchandise and administrate their services. It is fully web-based, can be implemented immediately and used in combination with a business' own website or associated leisure portals. More sales, less effort – thanks to its central user interface including real-time availability check. Moreover, it is platform-neutral across numerous channels. bookingkit's mission: To digitalize the entire industry of leisure businesses. Furthermore, the software works as a middleware between providers and booking systems in order to match availabilities across various channels and optimize sales. The startup was founded in Berlin in early 2014 by Christoph Kruse and Lukas C. C. Hempel and is supported by a four-member advisory board. bookingkit is a member of the German Startups Association. For high-resolution press photos and more information: [www.bookingkit.de/presse](http://www.bookingkit.de/presse)

**About Viator**

Viator, a TripAdvisor company, is the leading global tours and activities provider for travelers, delivering online and mobile access to thousands of curated trip activities including tours, attractions, shore excursions and private guides, in more than 1,500 destinations worldwide. In-house travel experts work with trusted local operators to ensure the quality and value of every experience, all backed by Viator's 24/7 customer service and global low-price guarantee. With more than 800,000 verified reviews plus exclusive videos and insider travel tips, Viator has everything a traveler needs to find and book the best things to do worldwide. In addition to the flagship site – Viator.com – travelers can book in advance or in-destination via the Viator Tours and Activities App, as well as local-language sites for European, Latin American and Asian travelers. Viator also provides tours and activities to more than 3,000 affiliate partners including some of the world's top airlines, hotels and online travel agencies. Viator is headquartered in San Francisco with regional offices in Sydney, London and Las Vegas. Viator – travel with an insider.