

## **“I’d like to inspire the entire industry” - former manager of booking.com strengthens bookingkit’s leadership as CSO**

**Germany’s industry leader in booking software for leisure and recreation providers, bookingkit, has strengthened its leadership team: As of 1 January 2017, Carlo Zachau, has acted as Chief Sales Officer (CSO) of the Berlin startup. The 35-year-old is bringing his many years of experience at the globally leading hotel reservation portal, booking.com, into the growth of bookingkit now.**

Zachau has taken over responsibility for global sales, business development, and all B2B-marketing activities at bookingkit. He sees immense growth potential in the market: “The huge leisure and recreation industries are not even one-fifth of the way digitized and this offers excellent opportunities for further growth of the company. bookingkit now offers an industry-leading software solution for each provider, as well as for marketplaces and portals.”

Having spent six years at the industry giant, booking.com in various management positions, Carlo Zachau left the company in 2016 and joined Tapptic, a company in Brussels, where he was responsible for the business development of D-A-CH and UK. At bookingkit, he will be developing the scaling of the supply side in the German-speaking market as well as expanding and internationalizing the partner network. "Our goal is to be the number one in Europe, we want to digitize and inspire the entire industry," says Zachau, who himself has a passion for different indoor and outdoor activities and enjoys playing sports in his spare time.

bookingkit enables the providers in the leisure and recreation sectors such as cooking schools, city guides, live escape games, or even leisure parks to easily digitize their business operations. At the same time, the software solution as a channel manager and technology platform also enables (online) travel agencies and marketplaces to access the digitized inventory and thus book leisure activities automatically in real-time

### **About bookingkit**

bookingkit, located in Berlin, is the German industry leader in the area of booking and management software for leisure and recreation providers. The company enables the providers of the leisure and recreation sectors to easily digitize their business operations. The software developed by bookingkit allows a high degree of automation in the administration of quite different kinds of offered services and can be integrated as an immediately applicable solution into the provider's website. Thus, bookingkit supports its customers in a unique way in the sale, marketing and processing of their services as well as in the management of their company

At the same time, bookingkit functions as a channel manager and technology platform as well, offering (online) travel agencies and marketplaces the ability to access the digitized inventory, thus allowing them to book leisure activities automatically in real time. bookingkit was founded in 2014 by Christoph Kruse and Lukas C. C. Hempel.

Find more information: [www.bookingkit.de/presse](http://www.bookingkit.de/presse)

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