

GetYourGuide Launches Preferred Partners Program with Rezdy and bookingkit to Facilitate Collaboration and Drive Innovation in Tours and Activities

BERLIN, 1 August 2019 — [GetYourGuide](#), the booking platform for incredible travel experiences, today announced the launch of its [Preferred Partners program](#) with two leading reservation systems: Sydney-based Rezdy and Berlin-based bookingkit. Preferred Partners status enables GetYourGuide to collaborate more closely with Rezdy and bookingkit to develop new features, find solutions for known industry pain points and troubleshoot quickly to improve connectivity quality across the tours and activities supply ecosystem.

“We believe our industry needs strong, independent reservation systems that are fully aligned with the interests of both tour operators and customers,” said Tao Tao, co-founder and COO of GetYourGuide. “Rather than follow the industry trend of acquiring a reservation system--which would compromise independence and stifle competition--we’ve chosen to collaborate with multiple technology companies, reaping the benefits of partnership without risks to privacy.”

GetYourGuide selected Rezdy and bookingkit based on best-in-class technology, exceptional customer service, regional distribution and potential to scale. GetYourGuide is collaborating with its Preferred Partners to extend a range of exclusive benefits to tour and activity providers including dedicated onboarding assistance for optimal conversions, faster innovations, and exclusive pricing packages for GetYourGuide suppliers. Incentives are available to first-time adopters as well as operators switching from another reservation system. For more information about GetYourGuide’s Preferred Partnership program, visit <https://getconnected.getyourguide.com/>.

“Rezdy has been fiercely independent for over 7 years now,” said Rezdy CEO, Chris Atkin. “In that time, our sole focus has been on empowering tours and activities professionals around the world to work smarter and scale their business, whether through our booking software or our extensive distribution capabilities. Naturally we are delighted for the opportunity to partner with like-minded, customer-focused businesses such as GetYourGuide to drive continual innovation across the industry and in doing so improve the experience for operators everywhere.”

“In tourism’s fastest growing market segment, it is crucial that tours and activities operators have a strong digital infrastructure which can constantly adapt, and we at bookingkit believe that requires a system that is not dependent on any one distribution partner,” said Christoph Kruse, CEO at bookingkit. “The breadth and depth of our collaboration with GetYourGuide will set a new standard for the industry, and bring the power of bookingkit’s solution to even more businesses in the tours and activities space.”

About [GetYourGuide](#)

[GetYourGuide](#) is the booking platform for incredible travel experiences. Travelers use GetYourGuide to connect with the best things to do wherever they’re headed — including skip-the-line tickets to the world’s most iconic attractions, walking tours by top local experts, immersive food and beverage tours, cooking and craft classes, bucket-list experiences, and niche offerings you won’t find anywhere else. Since its founding in 2009, travelers from over 170 countries have booked more than 30 million tours, activities, and attraction tickets through GetYourGuide. Powered by a global team of over 500 travel experts and technologists, the company is headquartered in Berlin, Germany and has offices in 14 countries around the world.

About [Rezdy](#)

[Rezdy](#) is a world-class independent SaaS booking and B2B distribution platform for tours, activities and attractions. Their powerful booking software helps thousands of tour and activity operators, in over 100 countries, save time and grow their direct business. Operators of all sizes, regardless of their chosen booking software, are further empowered to connect and trade with local and international agents at scale through their unparalleled B2B distribution platform, Rezdy Marketplace. Founded in 2011, Rezdy has headquarters in Sydney, Australia and offices in Las Vegas and Raleigh, USA, with over \$1.3 billion in experiences processed through their platform every year.

About [bookingkit](#)

[bookingkit](#) provides digitalization solutions for tours and activities, which represent the third largest tourism sector worldwide. The SaaS company offers a standardized and scalable technology for tour and activity providers to sell and market their bookings. With its integrated distribution system, bookingkit serves as a two-way digital infrastructure, connecting also travel agencies and other sales channels with a vast library of experiences updated in real time. The company received several awards, including PhocusWright Europe’s “EMEA Travel Innovator” award, Travel Industry Club’s “Startup of the Year” award, “Trophée d’innovation 2019” from the French magazine L’Echo touristique and the rating of “Very Good” from Germany’s renowned comparison shopping engine, vergleich.org. Forbes Magazine nominated bookingkit as one of the 100 most innovative startups in Germany featured by The Hundert. In addition, the German Institute for Quality Standards and Testing awarded bookingkit the “Top Service” quality seal for its excellent customer support. In the area of employee satisfaction, FOCUS Business and kununu both rated bookingkit as the 3rd best SME to work for in Berlin in the “Internet”

Press Release

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category. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany and employs around 100 people.

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