

Product Expansion

bookingkit announces new products and services for dovetailing online and offline customer touchpoints

BERLIN, October 29th, 2019 — bookingkit, Europe's leading software solution for digitalized tours and activities, has announced plans to introduce new products and services that will further dovetail online and offline booking and ticket sales for tour and activity operators. The portfolio expansion will include mobile devices developed specifically for selling and checking tickets on site, as well as the addition of new partners such as Zapier, Mailchimp and Hubspot to bookingkit's own app store.

Despite the growing importance of digital booking for operators in the activities and experiences sector — the third-largest sector in the tourism industry — on-site ticket purchases continue to play a major role in sales. As of May 2019, bookingkit's partnership with SumUp has made it possible for customers to pay for tickets with their debit or credit cards. Now, with the development of its own handheld devices, the software solutions provider is taking a further step towards enhancing the offline booking and sales experience. The affordable mobile devices feature specially designed app technology which makes point-of-sale purchases simple, enabling operators of bus tours, boat tours and other experiences to easily issue and check tickets on site. The pilot release of the devices is set to begin in November.

bookingkit has also announced an expansion of its app store. The store — which enables customers to use additional third-party services, such as the personnel scheduling system Papershift, via an interface in the bookingkit software — will now provide access to market-leading apps for bookkeeping, marketing and sales for all bookingkit customers. The expansion will include the newsletter service Mailchimp, the marketing solution Hubspot, and the productivity service Zapier.

With the addition of these new products and services, bookingkit continues to grow as a comprehensive all-in-one solution for operators of tours, activities and attractions. "In addition to providing tools for digital business management and online ticket sales, as well as access to prominent online marketing platforms such as GetYourGuide and Google, we are pushing further towards intelligently dovetailing our online services with offline customer touchpoints. In this way, we are addressing the needs of the fragmented tours and activities industry and are improving the management and sales options available to operators through new partnerships," said Christoph Kruse, founder and managing director of bookingkit.

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" category. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany and employs around 100 people. Further information at www.bookingkit.net

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