

## **Strengthen partnership in times of crisis: bookingkit supports providers of the leisure industry with its own aid fund**

**Berlin, March 16th 2020. bookingkit, Europe's leading booking software for the digitalization of leisure experiences, is reacting to the effects of the corona virus and supports providers of tours and activities with a specially established aid fund. The aim is to help particularly small operators that find themselves in business-threatening situations to help them survive.**

Due to the rapid spread of the corona virus and its consequences, providers of tours and activities are facing unexpected challenges. Official travel restrictions and recommendations to avoid certain countries and regions mean that some providers already fear for their existence. To be a real partner in times of crisis bookingkit supports its business partners with the so-called "Corona Operator Relief Fund". The budget allocation for the fund amounts to 10,000 euros. "We have reacted quickly to stand by especially small operators in these uncertain times and to help our business partners to maintain their existence. This is one of our corporate values which we take very seriously", says Lukas Hempel, founder and managing director of bookingkit.

### **Financial support for suppliers in need**

Financial resources, especially cash, are rare in times of crisis. Affected providers can contact bookingkit for financial support until 20th of April. For example, bookingkit waives two months of the regular basic fee for eligible operators in need. In addition, the company provides its partners with advice, offers a free hotline with individual solution proposals and makes available a network of over 6,000 providers in the touring and activity industry. Via the network affected providers can exchange experiences and orient themselves on best practice examples.

"We don't have an answer for everything, but we would like to support our partners as best as we can in these difficult times. The corona crisis will pass and until then we would like to support tour and activity providers by creating options for action in times of crisis," says Lukas Hempel.

**About bookingkit:**

bookingkit is Europe's leading SaaS solution for the recreation and experience industry, providing travel and activity operators with standardized and scalable technology designed to help them promote bookable activities and drive sales. Tours, activities and attractions make up the third largest tourism sector worldwide. bookingkit's integrated sales system serves as a two-way digital infrastructure, connecting travel agencies and other sales channels to an extensive library of experiences which are updated in real time. bookingkit has won multiple awards, including 3rd Place in the 2019 German Tourism Awards (Deutscher Tourismuspreis), the 2019 Deloitte Technology Fast 50 Award, the "EMEA Travel Innovator" award from PhocusWright Europe, the Travel Industry Club's "Startup of the Year" award, the "Trophée d'innovation 2019" from French tourism magazine L'Echo touristique, as well as being named one of the 100 most innovative startups in Germany by internationally renowned startup magazine The Hundert, as reported by Forbes Magazine. bookingkit also bears the "Top Service" seal of approval from the German Institute for Quality Standards and Testing for its outstanding customer service and is ranked third in employee satisfaction by FOCUS Business and kununu among Berlin-based SMEs in the category "Internet". Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin and currently employs around 100 employees. [www.bookingkit.net](http://www.bookingkit.net).

**Press contact**

Anna-Lena Sgier

T: +49 30 555 73 05 18 | +49 175 811 94 15

[anna-lena@schoesslers.com](mailto:anna-lena@schoesslers.com)

