

Strong cohesion in times of crisis: bookingkit starts webinar series with tips & tricks for leisure providers

Berlin, 24 March 2020. bookingkit, Europe's leading booking software for the digitalisation of leisure experiences, is reacting to the effects of the coronavirus with its own webinar series. In the weekly "help talk", business partners and providers in the tour and activity industry receive helpful advice from industry experts to help them continue to thrive in uncertain times.

Especially in times of crisis it is more important than ever to pull together. Due to the effects of the coronavirus, providers of the experience industry worldwide are facing unexpected challenges. In order to support them in the current situation and to strengthen the idea of partnership, bookingkit is setting up a weekly webinar series with helpful advice for tourism providers. Industry experts will offer, for example, insights into the current market situation and its development. They will also advice on pricing and maintaining sales in times of crisis, how to deal with mass cancellations, the current legal bases and government support measures for providers.

The next **"help talk" will take place on Thursday, 26 March**, with the German webinar starting at 10 a.m. and the English webinar at 11 a.m.

Immediate measures and long-term options for action

"We want to support our partners as best we can in successfully overcoming the current situation. To this end we provide our expertise and a network of over 6,000 players in the tour and activity industry free of charge", says **Lukas Hempel**. As **founder and managing director of bookingkit**, he will answer participants' questions in the weekly webinar, give helpful tips for immediate measures and point out options for action for a quick re-entry for the time after the Corona crisis. The regular exchange with other players in the industry, such as marketplaces like GetYourGuide or large online travel agencies (OTAs), also plays an important role for bookingkit.

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.

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