

Defying the crisis: bookingkit strengthens its marketing network with four additional marketing partners

Headout, Ctrip, Klook and Civitatis now available for all customers

Berlin, April 8 2020 - bookingkit, Europe's leading booking software for the digitalisation of the leisure industry, is expanding its network of marketing partners with Civitatis, Ctrip, Klook and Headout. In this way, the company enables providers in the leisure and experience industry to offer strong new opportunities for reach expansion in times of crisis - and especially in preparation for the period after the Corona crisis.

Tours and activities make up the third largest tourism sector, and the effects of the Corona crisis are currently bringing this sector almost to a standstill. To actively help the impaired activity and experience providers and to provide them with additional reach, bookingkit is expanding its network of marketing partners. Civitas, Ctrip, Klook and Headout are four of the industry players with the highest reach and are now available in the bookingkit portfolio and can be activated in the software with just one click. "It is currently more important than ever for tourism providers to prepare for the time after the crisis. That is why we are now even more committed to providing additional reach and attracting large new partners in order to offer our customers Europe's strongest marketing network", says **Matthias Wirz, Chief Growth Officer of bookingkit**.

Accelerating recovery after times of crisis

Online Travel Agencies (OTAs) play an essential role for providers of leisure experiences and their reach. By connecting key marketing partners, bookingkit provides its customers with multiple channels and choices to accelerate recovery from the crisis. "Local activities will regain momentum comparatively quickly after the corona crisis, faster than other tourism segments - this is already evident in China, where the 'lockdown' has been partially lifted," says **Matthias Wirz**. "Cross-border tourism is currently not possible, but the market is still waiting to be able to travel and experience again. Now is the best time for our customers to prepare for this and

have their activities listed on the strongest portals. We are therefore delighted to welcome four new strong partners".

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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