

## **"And just like that, reselling experiences finally pays off!" bookingkit sets new industry standard for experience marketing**

**Berlin, November 5, 2020 - In the third-largest tourist segment Tours, Activities & Attractions the number of tickets sold on operator websites is about as high as it is via "offline" resellers such as hotels, tourist offices and travel agencies. However, although resellers receive a commission for doing so, the administrative effort involved in booking, coordinating free capacities, provisioning and invoicing is simply too high to represent a worthwhile source of income. With the new business-to-business sales platform "bookingkit Reach", Europe's leading software-as-a-service company for operators of tours, attractions and activities, is removing these hurdles and setting a new standard in experience marketing. It is one of the most extensive enhancements in the history of the start-up company.**

By adding a business-to-business interface to its digital booking solution for providers of tours, activities and attractions, any reseller can access all experiences offered, book directly and print the ticket immediately. The entire process, soon including payment, provisioning, invoicing and documentation, is automated. "A normal booking process at the hotel reception or other cooperation partners will take a maximum of 30 seconds with bookingkit Reach", says Christoph Kruse, founder and CEO of bookingkit. "This reduces the time required for resellers by about 90 percent - and just like that, earning commission for reselling experiences finally pays off!"

"bookingkit Reach is the ideal link between our customers and our unique mountain experience. By optimizing the sales process, it has never been easier and less complicated to add additional resellers. This has significantly increased our reach and resulted in new cooperations", reports Christian Mair, sales manager at Innsbrucker Nordkettenbahnen and one of the first users of bookingkit Reach. And Michael Höfig, Head of Sales at Movie Park Germany, one of the largest German amusement parks, adds: "bookingkit Reach allows us to connect various partners with a point of sale. It greatly simplifies both the ticket issuing process on the customer side and our internal invoicing. After the successful introduction with a large well-known partner in Germany,

we will now offer the tool to other partners and look forward to further cooperation with bookingkit".

As a result, according to Kruse, new and existing resellers are switching even more eagerly to actively resell experiences. As for bookingkit itself, which recently concluded another successful financing round, this step is also worthwhile: by opening up the offline resellers and the reseller market in addition to the already successful online booking business, bookingkit basically doubles its target audience.

**Pictures for media information** can be found in the corresponding [download folder](#).

### **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. For more information visit [www.bookingkit.net](http://www.bookingkit.net)

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