

bookingkit and Tiqets partner up to accelerate rebound for museums and attractions in Europe

- Combined infrastructure & education efforts
- Museums, zoos and attractions already reaching 70% of pre-lockdown bookings
- 65-70% of ticket sales are pre-bookings

Berlin, April 14, 2021 - bookingkit, Europe's leading SaaS booking solution for the Tours, Activities & Attraction sector, and Tiqets, an online ticketing platform that makes museums and attractions accessible to local and global audiences and supports venues' conversion and merchandising efforts, have signed a partnership to combine their efforts in order to help museums and attractions across Europe to reopen. Both companies have been actively involved in different digitization initiatives during and after the lockdowns particularly in Germany, France, Spain, Italy, and the Netherlands, successfully enabling companies to fulfill reopening safety measures, such as online booking, contact tracing, and capacity management. By integrating these solutions bookingkit users will be able to extend their reach to customers of the Tiqets platform, and Tiqets suppliers also using bookingkit can instantly make updates across both platforms.

Besides the technical infrastructure, bookingkit and Tiqets are set to meet the challenge of educating and convincing companies to start a migration from analog to digital ticket handling in the middle of a pandemic. "The digital shift is happening right now in weeks instead of years. Therefore museums and attractions need partners with an out-of-the-box but yet flexible solution. We provide exactly that – with transaction based costs, ready to run in a couple of days and interconnected to strong sales and merchandising channels like Tiqets", explains Lukas C. C. Hempel, founder and CEO of bookingkit. "Since zoos, museums and attractions belong to the first offers that are allowed to reopen in Germany, we have already seen some tremendous spikes in pre-booking right after it was even possible, reaching almost 70% of normal booking levels."

In March 2021, Tiqets conducted a survey with 7,214 participants in France, Italy, Spain, the Netherlands, the UK and the US. When asked how they preferred to book tickets, the global results showed 64% of respondents preferred to book online through the venue or through third-party websites, like Tiqets. On a local level, up to 70% of consumers in some regions have expressed a preference for online booking.

“Online booking is becoming more important for both venues and consumers,” says Luuc Elzinga, President and Co-founder of Tiqets. “For venues, online booking creates a massive opportunity to reach a much bigger audience and to build up a relationship with consumers in an early stage, making it possible to improve the experience and increase revenue by offering great upsells, bundles and packages. For consumers, booking online with Tiqets means being able to experience more for less with a multitude of options at their fingertips. In our recent consumer survey, almost 50% of people said that being able to cancel easily was a top booking consideration. With Tiqets, culture lovers can cancel their tickets free of charge right up until midnight before their visit and feel safe booking with the most trusted platforms in the industry.”

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

About Tiqets

Tiqets’ mission is to make culture more accessible by making it easier for more people to discover more ways to culture. From the start in 2014, the company has connected millions of people to museums and attractions with instant, last-minute and mobile tickets. Tiqets works with both hidden gems and top museums and attractions all over the world.

The company is headquartered in Amsterdam and now employs 200 people worldwide, including in Amsterdam (HQ) as well as Seattle, Las Vegas, Orlando, Philadelphia, London, Copenhagen, Paris, Barcelona, Rome, Vienna, Bangkok, Tokyo and Osaka. More information can be found on www.tiqets.com.

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

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