

bookingkit's full integration with Musement paves the road for more tours, activity & attraction providers to be listed on Booking.com

Berlin, April 28, 2021 – In extending their partnership to a full integration, bookingkit, Europe's leading Software-as-a-Service company for providers of tours, activities and attractions (TAA), and Musement, TUI Group's digital platform for the TAA sector, are together providing an opportunity for connected vendors to list and market their experiences to millions of potential customers on Booking.com. bookingkit clients are now able to suggest their offers to Booking.com by simply activating Musement within the extensive bookingkit Channel Manager. Thanks to the full integration, all vendors' offers, descriptions, pricing and availability will be synchronized between Musement, TUI offline and online channels, as well as bookingkit. Musement then recommends top activities to its partner Booking.com who will then decide which events to onboard.

bookingkit's push for a deeper integration with Musement comes following a [strategic global tours, attractions and experiences partnership between Booking.com and TUI](#) announced in June 2020, which provides Booking.com with curated access to a predefined selection from Musement's thousands of experiences around the world. bookingkit's and Musement's joint efforts to increase the reach of European TAA providers and to build up inventory on the Musement OTA platform have been ongoing since the initial establishment of their partnership in 2017.

"By providing the best channel manager experience in the industry, a full integration as well as an efficient, streamlined process for operators to become bookable via Booking.com, we are now shifting our partnership with Musement to an entirely new level. Our goal is to increase the benefits for all European tours, activities and attraction providers that are interested in leveraging the reach and marketing power of one of the most important travel platforms in Europe", says Lukas C. C. Hempel, CEO and founder of bookingkit.

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

About Musement

Musement is the digital platform that allows you to book travel experiences in over 140 countries around the world. The service was created to help travellers discover and book things to do – from museum visits to city tours, food and wine tastings, sports events and wellness activities – wherever they go, with the goal of enriching their every trip. The digital booking platform is now available in nine languages: English, Italian, French, Spanish, German, Portuguese, Russian, Dutch and Polish, with Scandinavian languages to be added soon. The service is available through various digital touchpoints: the Musement B2C website and apps; the specialized platform for travel agencies; while platforms and integrations have been carried out with countless online distribution partners, including some of the world's leading OTAs, tour operators and travel companies.

Musement is headquartered in Milan and has offices in Hamburg, Amsterdam, Barcelona, Dubai, London, Munich, New York, Orlando and Paris. It has been certified as a Great Place To Work® and listed among the top 25 Best Workplaces® in Italy (within the 150-499 employee subgroup). In September 2018, Musement became part of TUI Group, the world's leading tourism group, joining its Tours & Activities division known as TUI Musement.

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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