

## **bookingkit Completes Series B Funding Round**

### **bookingkit Receives Fresh Capital, Müller Medien on Board as New Investor**

**BERLIN, February 26, 2018 — bookingkit, Germany's leading SaaS solution for digitalized tours and activities, announced today that it has raised a single-digit million amount in Series B funding. The current investment was closed in late summer 2017, and Müller Medien has been acquired as a further investor in January 2018. The fresh capital will be invested to maintain the rapid growth of the company and expanding its team.**

This round of funding was led by HTGF, Intermedia Ventures and business angel Robert Kabs, and has been joined by new investor Müller Medien, a Nuremberg-based media company. bookingkit will use the fresh capital to strengthen its position as the "tours and activities industry's leading digitalizer" in Germany, Austria and Switzerland as well as to recruit additional experts for its team.

**Michael Oschmann, CEO of Müller Medien**, is pleased about the new cooperation with the successful team of bookingkit and the interesting co-enterprises: "The demand for online bookable experiences is enormous and is rising continuously. It's a fast-growing and very exciting market to extend the benefits of traditional directories. However, the challenge for operators is to develop solutions for delivering services to customers: Many small, local companies are still working entirely offline and they're missing out on the opportunity to be a part of this digital shift and generating revenue. This is precisely where bookingkit as an enabler complements the many initiatives of the corporate family, in order to successfully digitalize small and medium-sized businesses as the backbone of the German economy."

**Lukas C. C. Hempel, Co-Founder and Co-Managing Director of bookingkit**, also emphasizes the market potential: "According to a Phocuswright forecast, the recreational activities market is expected to increase its sales volume from \$130 billion USD to \$220 billion USD by the end of 2020. We want to play a leading role in shaping this development with our solution — not only in Germany, but also in the European market. We want to become the market's leading SaaS provider."

# Press Release



## **About bookingkit:**

bookingkit provides digitalization solutions for tours and activities — the third largest tourism sector. The company's software-as-a-service solution provides tour and activity providers with a standardized and scalable technology for managing, selling and marketing bookings. With its integrated distribution system, bookingkit is able to connect this information with destinations, travel agencies and sales channels. bookingkit thus offers both providers and marketers a digital infrastructure which can be managed in real time around the globe. The company received several awards in 2017, including PhocusWright Europe's "EMEA Travel Innovator" award, Travel Industry Club's "Startup of the Year" award, and a "Very Good" rating from Germany's renowned comparison shopping engine, vergleich.org. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany. For more information, visit: [www.bookingkit.net](http://www.bookingkit.net)

+++++

Press Contact:

Verena Briel

+49 30 555 73 05 12 | +49 151 721 200 82

[verena@schoesslers.com](mailto:verena@schoesslers.com)