

Musement to cooperate with bookingkit, providing even greater reach for experience providers and a broader range of activities for tourists

Berlin, 8th June 2017: International cooperation on the travel and activities market - bookingkit, the online bookings and management solution for experience providers, has sealed yet another important partnership, this time with Italy-based Musement. The Italian online platform specialises in acting as an agent for leisure activity bookings. Together, they are committed to ensuring bookings in the tour and activity industry run smoothly - something that benefits both travellers and operators alike.

Berlin company bookingkit is to make its extensive range of digital leisure activities available for booking via Musement. This is a further step towards strengthening the position of its innovative and leading booking software, not only in Germany, but right across Europe. bookingkit is also underlining its pioneering role in bringing the third-largest tourist market segment into the digital world. Musement is active in more than 400 destinations in over 55 countries and, thanks to this cooperation agreement, will expand its portfolio of activities significantly across German-speaking countries. The online portal supplied by bookingkit also benefits from all the advantages of digital processes.

All tour operators and activity providers who use bookingkit's booking solution can gain access to Musement's worldwide network of clients. All offers, including details of their availability, can be seen in just one click. Availability data is continuously updated. bookingkit makes the simple, efficient and digital organisation of all processes for experience providers possible with its software solution. This includes - among other things - bookings, payments and scheduling, as well as dealing with customer enquiries.

bookingkit's Managing Director Christoph Kruse said, "we are very pleased with this strong partnership. By connecting the extensive Musement network to bookingkit, in addition to TripAdvisor/Viator, GetyourGuide, mydays and others, we can offer activity providers a further significant distribution channel, as well as access to a constantly-growing customer base in Europe and the USA. This will allow us to move another step closer to our goal - to digitalise the entire activities market".

"Through our cooperation with bookingkit and by making use of their comprehensive booking software, we will be able to provide our customers with access to an enormous selection of leisure activities with a seamless booking experience", said Claudio Bellinzona, founder and COO of Musement. "Our users will benefit from access to travel experiences all over the world, plus the opportunity to feel at home anywhere on the planet."

With this partnership, Musement and bookingkit are reacting to growing demand from travellers to book all of their travel plans entirely online.

About Musement

Musement is the digital travel partner and personal concierge service for travel activities across the globe, and is now available in more than 400 destinations in over 55 countries. The service was created to help travellers discover and book tourist attractions and leisure activities wherever they're going. Thanks to Musement, they can enjoy activities at their destination and feel at home anywhere in the world. Musement is available in seven languages, including English, Italian, French, Spanish, German, Portuguese and Russian at www.musement.com, on iOS and Android.

About bookingkit

bookingkit is the German market leader in booking and management software for activity providers. The company makes it possible for leisure industry providers to easily digitalise their operations. The software developed by bookingkit makes a high degree of automation possible when managing a wide range of different leisure activities, and can be integrated into a provider's website immediately. bookingkit is then able to support customers in an entirely unique way with their sales, marketing and in developing their offers, as well as managing their business.

At the same time, as a channel manager and technology platform, bookingkit also offers (online) travel agencies and marketplaces the opportunity to access their digital inventory, and therefore book leisure activities in real time in one automated process.

bookingkit has its head office in Berlin and was founded in 2014 by Christoph Kruse and Lukas C.C. Hempel.

For further information, please visit <https://bookingkit.net/press/>.

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