

bookingkit launches European campaign - expansion into new markets

In time for the ITB Berlin: launch in 11 countries with expert local teams

bookingkit, the online booking and management solution for providers of experiences, goes international: due to hugely successful growth over the past few months, the company has reached its next milestone and is expanding into other markets throughout Europe. Due to strong demand, particularly from countries bordering bookingkit's native Germany, the company has within a short space of time taken the necessary steps to develop its business, building up local teams of experts along with the necessary sales structures and launching its product in a total of 11 languages. bookingkit will focus initially on Italy, Spain, France and the UK in particular, countries where the first discussions with potential platform partners have also already started.

From its head office in Berlin, bookingkit provides its "software as a service" digitised solution for all providers in the leisure sector and their underlying administrative processes: for instance booking, date planning, invoicing and the sale of vouchers. These can then also be marketed jointly with partners such as mydays, GetYourGuide, jollydays, TripAdvisor and Viator.

"Digital processes do not stop at national borders, but tourism in particular must be developed internationally," explains Christoph Kruse, one of the founders and Managing Director of bookingkit. "All the major booking platforms have long since recognised that sustainable growth can only occur with an international orientation, and with digitised, pan-European offers. In this sense, a diving school in the Med faces exactly the same challenges in digitisation as its competitor in the Baltic. booking kit enables all these market players to be brought together digitally across national borders, which creates access and synergies in marketing and generates growth opportunities for everyone."

As of today, the bookingkit interface is available to providers of experiences as well as to end customers in German, English, French, Spanish, Italian, Dutch, Czech, Danish, Norwegian, Swedish and Finnish. You will find all the information you need on the solution, its features and possible applications on the company's website at bookingkit.net in German, English, French, Spanish and Italian.

About bookingkit

bookingkit is the German market leader in the area of booking and management software for providers of experiences. The company makes it possible for providers in the leisure industry to digitise their business operations easily. The software, developed by bookingkit, makes a high degree of automation possible in 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 a completely unique way with their sales, marketing and in processing their experiences, as well as in managing the business.

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

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

Further information is available at <https://bookingkit.net/de/presse>

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