

Press Release

bookingkit and Vakario are announcing Strategic Partnership

Berlin, April 19th, 2018 — International Cooperation in the Tours & Activities Industry: bookingkit, the leading SaaS solution for digitizing tours and activities, just sealed a strategic partnership with French industry counterpart Vakario, a specialist in the area of sales and management solutions for outdoor sports operators. The new strategic partnership links the two companies' platforms, allowing Vakario customers to use bookingkit's expansive marketing network and providing bookingkit's marketing partners with access to Vakario's online inventory of bookable sports activities.

With this partnership, the Berlin-based startup bookingkit is now opening up its expansive international marketing network to selected partners — starting with industry counterpart Vakario. The French sales and management solutions provider for experiences and sports activities wants to complete their marketing offer for their customers.

"This partnership with bookingkit allows us to provide our customers with access to relevant multipliers in the tours and activities industry," said David Grandadam, founder and CEO of Vakario.

The partnership will also grant bookingkit access to a valuable inventory of outdoor activity offerings in international markets, beginning in France.

"We are absolutely pleased about this important partnership. This represents a significant step towards our goal of digitizing every tour and activity offering in the European market," said Lukas C. C. Hempel, managing director of bookingkit.

The partnership between bookingkit and Vakario comes as a joint response to the growing demand for advanced online booking options for alpine tours and activities. bookingkit's full range of integrated marketing partners can now access Vakario's online inventory of bookable tours and activities.

For bookingkit, the partnership represents yet another opportunity to strengthen its current position as an innovative and leading provider of booking software in Europe — a position the company owes to its proprietary management system, which can be directly integrated by tour and activity operators, as well as to its network of prominent marketing partners such as Musement, TripAdvisor and Amadeus Germany. Now, with the opening of bookingkit's marketing network, strong international competitors can work with bookingkit to establish a global, full-coverage and mutually profitable infrastructure for tours and activities.

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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

About Vakario

Yoplanning.com published by Vakario is the result of many years of research and experience. Vakario brings a digitalization tool for leisure activities so that availability is accessible in real time by the tourism industry. It is a real personal assistant for the providers activities with a little artificial intelligence to optimize the planning and the sales. Founded in 2010 by David Grandadam in the heart of the Alps (Albertville, Savoie) Vakario is today the French leader of alpine activities. For more information, visit: vakario.com & yoplanning.com.

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