

Milestone

bookingkit is the new European software company in the Tours & Activities segment to use Reserve with Google

Berlin, 15th April 2019 - The Berlin-based company is partnering with Google in the field of tours and activities. With Reserve with Google, bookingkit customers will be connected to end customers thanks to leading Google products such as Search and Maps. In addition, bookings, appointments and reservations for tours and activities can be made and, if required, payment can be processed directly via Google.

With the Reserve with Google integration into bookingkit, providers of tours and activities appear as search results, including websites, price information and availability. Furthermore, the complete booking process as well as the payment takes place directly via Google. As soon as the end customer decides for an offer, it can be booked and paid immediately, without the additional step on the web page of the venue to go. Thanks to Google's Mobile First approach, providers are also optimized for the entire booking experience via smartphone and ideally adapted to mobile user behavior.

Google is considered one of the most important entry channels for people looking for tours and activities online. As more and more end customer experiences are found and, above all, booked via the search engine, bookingkit offers its customers a multiplier of their business. The few, simple and user-friendly booking steps minimize the risk of cancellation and lead to sales increases.

"Tour and activity providers must be easy to find in the digital world, otherwise they will not be booked. Through the connection to Google, we provide the end customer with a smooth booking experience and our bookingkit providers with a huge, if not the largest, multiplier," says Lukas C. C. Hempel, founder and managing director of bookingkit. The connection to Reserve with Google will be activated for all bookingkit users in the second quarter of 2019.

About bookingkit:

bookingkit provides digitalization solutions for tours and activities — the third largest tourism sector. The company's software-as-a-service solution offers a standardized and scalable technology for managing, selling and marketing bookings to tour and activity providers. With its integrated distribution system, bookingkit is able to connect this data to destinations, travel agencies and sales channels. bookingkit thus offers a digital infrastructure which can be managed in real time around the globe to both, providers and marketers. The company received several awards, such as including PhocusWright Europe's "EMEA Travel Innovator" award, Travel

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Industry Club's "Startup of the Year" award and a "Very Good" rating from Germany's renowned comparison shopping engine, vergleich.org. In addition, the German Institute for Quality Standards and Testing awarded bookingkit the "Top Service" quality seal for its customer-oriented service. Also Forbes Magazine wrote about bookingkit as one of the 100 most innovative startups in Germany featured by The Hundert. Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin, Germany and employs around 100 people.

For more information, visit: www.bookingkit.net

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