bookingkit

Attractions biggest growth driver in European experience sector: bookingkit launches initiative "AttrAction2022"

Berlin, November 25, 2021 – Already, attractions across Europe are among bookingkit's most dynamic customers, including the Berlin Cathedral (Germany), Swarovski Kristallwelten (Austria), The Viking Museum (Sweden), the Pantheon (Italy) and the Museum Of Illusions Paris (France), among others. As a result, Europe's leading booking and marketing solution for tours, activities and attractions is investing even more in the bookability of attractions and cultural venues from January 2022: The initiative "AttrAction2022" includes in particular the focus on product development as well as the creation of further interfaces to marketing platforms and on-site sales but also the expansion of direct customer service.

"No area in our industry has seen as much change and digitization in recent months as that of attractions and cultural facilities," says Lukas C. C. Hempel, founder and CEO at bookingkit. "As a result, we were able to reach our annual target in this segment by the middle of the year. To support all attractions in this transformation, we have launched a strategic initiative 'AttrAction2022' and are already actively working on numerous innovations."

For example, Berlin Cathedral 2021 actively used bookingkit to reposition its digital ticketing, allowing it to benefit from the recovery effects of Berlin tourism after the pandemic. "By working with bookingkit, we finally have a fully integrated booking platform on our website that is very easy to use. With the multilingual integration into our site, we enable especially the international audience to purchase tickets for the Berlin Cathedral comfortably, quickly and easily", explains Martin Hildebrandt, responsible for IT at the Berlin Cathedral. Internal processes were also optimized as part of the collaboration between bookingkit and Swarovski Kristallwelten. The process included, among other things, the consolidation of all sold tickets from different POS sources in a digital overview as well as the integration of existing access systems. By directly

linking the online store, on-site sales and the reseller network, it is now possible for the first time to make precise statements about the utilization of the offer or ticket availability.

There are similar examples in Northern and Southern Europe. The Pantheon in Rome, for example, has recorded positive effects along the entire booking process and is particularly satisfied with the booking experience of its visitors: "Thanks to the modernization and digitalization of the booking system, our guests now benefit from a uniform and convenient process, from ticket purchase and dispatch to admission," says Ilaria D'Uva, CEO and owner at DUva, the operator of the Pantheon in Rome.

For The Viking Museum in Stockholm, on the other hand, the main focus was on connecting to international marketing partners and OTA platforms in addition to digital processes. "In order to still reach new groups of visitors spontaneously on site, we need a presence on as many platforms as possible without the administrative workload slowing us down," explains Karin Sahlin, CEO of The Viking Museum. "With bookingkit, we have found a perfect partner who provides us with a plug-and-play package for the most important international platforms in a package for this purpose."

Pictures for media information can be found in the corresponding download folder.

About bookingkit

bookingkit is Europe's leading SaaS solution for the recreation and experience industry, providing travel and activity operators with standardized and scalable technology designed to help them promote bookable activities and drive sales. Tours, activities and attractions make up the third largest tourism sector worldwide. bookingkit's integrated sales system serves as a two-way digital infrastructure, connecting travel agencies and other sales channels to an extensive library of experiences which are updated in real time.

bookingkit has won multiple awards, including 3rd Place in the 2019 German Tourism Awards (Deutscher Tourismuspreis), the 2019 Deloitte Technology Fast 50 Award, the "EMEA Travel Innovator" award from PhocusWright Europe, the Travel Industry Club's "Startup of the Year" award, the "Trophée d'innovation 2019" from French tourism magazine L'Echo touristique, as well as being named one of the 100 most innovative startups in Germany by internationally renowned startup magazine The Hundert, as reported by Forbes Magazine.

bookingkit also bears the "Top Service" seal of approval from the German Institute for Quality Standards and Testing for its outstanding customer service and is ranked third in employee satisfaction by FOCUS Business and kununu among Berlin-based SMEs in the category "Internet". Founded in 2014 by Christoph Kruse and Lukas C. C. Hempel, bookingkit is headquartered in Berlin and currently employs around 100 employees. For more information visit www.bookingkit.net

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