

bookingkit successfully raises new financing round, providing guidance towards independent future growth

Berlin, June 6, 2023 – bookingkit, Europe's leading booking and marketing solution for attractions, tours and activities, secures additional millions from its existing investors Intermedia Vermögensverwaltung, the Müller Medien family of companies and business angel Robert Kabs in a new financing round. With this, the Berlin-based software-as-a-service company not only lays a decisive foundation for the further expansion of its solution, but simultaneously heralds the completion of its transfer towards a profitable overall structure.

“We are extremely thrilled about what’s coming next”, says Lukas C. C. Hempel, CEO and founder of bookingkit. “Because of this series we are now in the position to move forward with all the necessary investments into our team, product and sales initiatives, while simultaneously completing our long term shift towards independent future growth from our own resources. It is the starting point for a new phase in the bookingkit success story, in which we will further develop our solution and continue creating a positive impact on so many experience operators in our field.”

Since the last financing round in September 2020, bookingkit has been able to significantly expand its partner and customer base across Europe, gaining strong momentum after the pandemic with operators of attractions, tours and activities as well as investing into strong interconnections with sales channels, access systems and third party software solutions via App Marketplace.

Pictures for media information can be found in the corresponding [download folder](#).

About bookingkit

bookingkit is Europe's leading booking, marketing & administration solution for operators of attractions, tours and activities, the world's third largest tourism sector. The company's award-winning software (SaaS) provides scalable technology for online booking and marketing across a variety of channels, including international players such as GetYourGuide, Google Things to do, viator/Tripadvisor and TUI musement. In addition, bookingkit helps businesses map a seamless end-to-end process, creating powerful interfaces to other systems - from real-time synchronization of availabilities, email automation and audience flow management to on-site ticket redemption.

bookingkit was founded in 2014 and is now part of the technological foundation of thousands of Attractions across Europe. The company employs around 80 people from diverse backgrounds and manages international teams throughout the entire continent from its headquarters in Berlin.

For more information, please visit www.bookingkit.com

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