

bookingkit partners with Trip.com to bridge European tours & attractions with Asian long haul travelers

Berlin, December 4, 2023 – As part of their ongoing commitment to global expansion, bookingkit, the premier Software-as-a-Service solution for tours, activities and attractions (TAA) providers in Europe, is thrilled to announce a comprehensive partnership with Trip.com, a leading one-stop travel service provider. This collaboration is set to enhance the way European TAA offerings are presented to Asian long-haul travelers, improving the travel experience through seamless technology integration.

Through this partnership, bookingkit's clients can effortlessly showcase their offerings to Trip.com's Group extensive user base which includes more than 400 million members. The integration ensures real-time synchronization of service descriptions, pricing, and availability across the connected platforms, leading to instant confirmations, live pricing updates, and accurate inventory management. This not only enhances the operational efficiency for providers but also elevates the booking experience for customers. This means that European TAA providers can now effortlessly showcase their offerings on Trip.com Group's platforms, significantly increasing their visibility and reach in the Asian market.

This move towards an integration with Trip.com builds on the success of bookingkit's past partnerships and is motivated by the growing demand for cross-continental experiences. Since its inception, bookingkit has been dedicated to facilitating and enhancing the reach of TAA providers. The partnership with Trip.com represents another significant milestone in this journey, fostering cross-cultural exchanges and providing richer experiences to travelers.

„Through our collaboration with bookingkit, we aim to enhance the capabilities of our European supplier partners by connecting their products with our Trip.com Group's users. This will broaden the travel options available to our global users. Together with bookingkit, we are redefining the boundaries of experiential travel," says Chase Liu, GM of Tours and Tickets at Trip.com Group.

In recent years, bookingkit has consistently strived to establish top-tier partnerships, so collaborating with Trip.com marks an exciting new chapter for the company:

„This partnership underlines our commitment to empowering European TAA providers to tap into the massive potential of the Asian travel market. Leveraging bookingkit's best in class Channel Manager technology our users are able to provide seamless booking experiences between Asia and Europe – as we observe, one of the most important needs in order to attract Asian long-haul travelers“, comments Lukas C. C. Hempel, CEO and founder of bookingkit.

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

About Trip.com

Trip.com Group is a leading global travel service provider comprising of Trip.com, Ctrip, Skyscanner, and Qunar. Across its platforms, Trip.com Group helps travellers around the world make informed and cost-effective bookings for travel products and services and enables partners to connect their offerings with users through the aggregation of comprehensive travel-related content and resources, and an advanced transaction platform consisting of apps, websites and 24/7 customer service centres. Founded in 1999 and listed on NASDAQ in 2003 and HKEX in 2021, Trip.com Group has become one of the best-known travel groups in the world, with the mission "to pursue the perfect trip for a better world". Find out more about Trip.com Group [here](#). Follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

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

Press Contact bookingkit

Frank Scheibe | T: +49 30 555796818 | M: +49 1577 2588917 | E: pr-germany@bookingkit.net