Optimized ticketing for attractions across Europe:
bookingkit and Axess combine online marketing and access control

Berlin/Salzburg, April 28, 2022 - bookingkit, Europe's leading booking and marketing solution for tours, activities and attractions, and Axess, leading provider of innovative and flexible visitor management solutions in the sports, leisure, museums and attractions sectors, are creating a new, powerful ticketing environment for attractions across Europe through the interconnection of their systems.

As part of the recently concluded technology partnership, it is now possible for attraction operators to map their entire customer and guest experience as an end-to-end total package*; from online ticket booking to the marketing of various offers via the most important marketing channels worldwide, such as GetYourGuide, Tripadvisor/Viator and Google Things To Do, to access control and park and ancillary services management.

Both companies see the partnership as an obvious complement to their own products and services. As Oliver Suter, CSO and Board Member of Axess, explains, "As a fulfillment partner in the leisure industry, it is our mission to maximize our customers' success through innovative approaches outside our own technology platform. Thanks to this new, powerful connection with bookingkit, we can fully exploit the potential of digitalization and seamlessly join areas which clearly belong together: ticket booking, online marketing and visitor management. This makes it very easy to expand our existing Axess systems to include the sales channels connected via bookingkit - a real revenue boost."

For bookingkit, the collaboration with Axess also fits perfectly with its current focus for 2022: "Every ticket booked through bookingkit - whether booked through its own ticket store or marketer - can be validated on-site directly by an Axess system," said Matthias Wirz, Chief Growth Officer at bookingkit. "bookingkit as a complete solution consisting of marketing, booking and management has been leading the digitization of such processes for years. In 2022,

we will complement this core of our solution with intelligent networking and innovative partnerships, adding many features that are essential, especially for attractions. We are therefore delighted to have Axess, a European market leader for access systems, at our side. Strengthened by mutual recommendations, we will now dynamically support and further develop the already existing joint customer base."

* The integrated end-to-end customer experience initially includes the online booking of tickets via the company's own website as well as via all connected sales channels and feeds the resulting booking data into the shared system. Through this process, availabilities are updated in real time on all channels. The tickets can then be checked and approved for admission in printed form or on mobile devices using the Axess system. This process is also recorded in real time and can be evaluated in the visitor control system. For ticket holders, this creates a seamless transition from booking to the experience itself.

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

About Axess

Axess is an international leader and trendsetter when it comes to visitor management and B2B service solutions. All over the world our systems can be found in many popular ski resorts, stadiums, exhibition centers, theme parks, museums and in tourist transport. Headquarters are in Anif/Salzburg (Austria), where the main departments Sales, Marketing, Finance and Hardware and Software Development are located. In the Axess plant in Innsbruck (Tyrol) all innovative hardware products and Axess Cards for the different business areas are manufactured. In total, more than 360 employees work daily for customers in over 53 countries. Axess AG was founded in 1998 and is represented worldwide by 21 subsidiaries.   For more information, visit www.teamaxess.com/de.

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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