

bookingkit Industry Report in cooperation with the VDFU and Arival **Analyses, forecasts & recommendations for attractions in 2024**

Berlin, January 31, 2024 – In its compact industry report, bookingkit, the leading software-as-a-service solution for providers of tours, activities and attractions (TAA) in Europe, has summarized what attraction operators will have to prepare for in 2024 and what steps they can take to future-proof themselves. In addition to the evaluation of internal booking data, the report contains two further perspectives from the Association of German Amusement Parks and Leisure Companies (VDFU) and the international industry platform Arival.

The declared aim of the three-part bookingkit Industry Report is to further optimize the visitor experience in all its facets on the basis of very specific derivations and directly implementable recommendations. The focus here is on newly established digital tools and opportunities to simplify processes and, in particular, to tap into additional sources of revenue.

While the first part focuses primarily on booking data and looks at this by segment, sales channel and over the course of the year, the VDFU's national perspective contributes important thoughts on the topics of technology, staff shortages and industry networking. Finally, Arival's global analysis and forecasts provide orientation from an international perspective.

The **bookingkit Industry Report in cooperation with VDFU and Arival** is available for interested companies to [download free of charge](#).

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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