

Seamlessly Connecting On-Site Operations with Global Online Distribution **bookingkit and ToucanTix Launch Strategic Partnership**

bookingkit, Europe's leading SaaS solution for the tours, attractions, and activities (TAA) sector, announces its successful system integration with ToucanTix, the 360° ticketing platform for experience providers. This cooperation enables major attractions to perfectly synchronize their local on-site operations with bookingkit's high-performance online distribution and channel management.

The internationally renowned exhibition KÖRPERWELTEN (Body Worlds) is already live as the first major vendor to leverage this integrated infrastructure.

The technical integration of both systems addresses a key requirement of professional venue management: the seamless connection of on-site processes, back office, and digital sales channels. ToucanTix acts as the leading system for operations and backend management—from point of sale (POS) and admission management to resource and capacity logic to billing and accounting.

bookingkit complements this infrastructure with a powerful online booking process and a market-leading channel manager that enables global distribution via OTAs and partner platforms.

By using the conversion-optimized bookingkit webshop and its market-leading Channel Manager, vendors can automatically distribute their inventory via global platforms like GetYourGuide, TripAdvisor, and Google Things to do, while maintaining full control over local capacities.

Key Features of the Integration:

- **Instant Inventory Sync:** Millisecond synchronization between systems prevents overbookings across all channels.
- **Flex-Ticket Ready:** Full support for flexible ticket options and time-slot management.
- **Automated OTA Flow:** International bookings (OTAs) flow directly into the local system via the bookingkit Channel Manager.
- **Rapid Entry:** bookingkit digital tickets work natively with ToucanTix access control for zero-friction check-ins.

Lukas C. C. Hempel, CEO of bookingkit: "The tourism and leisure industry is evolving rapidly, and our goal is to provide the most robust infrastructure for this growth. The partnership with ToucanTix is a prime example of how specialized, high-end solutions can work together within a connected ecosystem to create maximum value for operators. Seeing a global brand like KÖRPERWELTEN succeed with this setup proves that our 'One Platform' approach for online growth perfectly complements specialized on-site systems."

Christoph Immel, CSO at ToucanTix: "The demands on leisure attractions are skyrocketing: Today's operators must simultaneously master seamless on-site operations, a rock-solid backend, and a powerful international online presence. By integrating with bookingkit, we are bridging the gap between world-class on-site management and global digital reach. Our mission has always been to empower attractions with the most robust tools for their daily operations. This partnership allows our customers to maintain their proven on-site infrastructure while leveraging bookingkit's high-performance online sales engine and extensive reseller network. It is a true win-win for operators who refuse to compromise on either local efficiency or global growth."

The integration is now available to all vendors via the **bookingkit App Marketplace**.

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

About ToucanTix (by COMBASE)

ToucanTix is a specialized 360° ticketing and venue management platform for leisure facilities such as zoos, theme parks, attractions, and immersive experiences. The solution holistically digitalizes the entire operation — from online ticketing and high-performance access control systems to gastronomy, merchandising, and visitor analytics. All modules integrate seamlessly to form a centralized system for daily operations.

ToucanTix supports operators in efficient visitor management through time-slot bookings, enables contactless payment via QR codes and RFID, and provides real-time analytics for capacity and occupancy control. Features such as dynamic pricing, group and seasonal rates, as well as integrated gift card and voucher systems, help optimize revenue while sustainably increasing guest satisfaction.

A key unique selling point of ToucanTix is the platform's high level of flexibility and extensibility. Through the integrated AppCenter, more than 100 ready-to-use apps are available — ranging from KulturPass integrations to DATEV interfaces. With the Workflow Builder, individual processes can be easily configured via drag-and-drop, requiring no programming skills.

ToucanTix is based on the proven COMBASE platform, which draws on over 30 years of market experience and more than 15,000 installations worldwide. Developed and operated in Germany, ToucanTix combines the innovative power of modern software with the stability and scalability of established enterprise technology — ensuring future-proof digitalization for leisure facilities."

About bookingkit

bookingkit is “The One Platform for Attractions”. As the leading European booking and administration solution, it enables operators to turn their own websites into high-performance sales engines, maximizing direct bookings and revenue while minimizing cost and effort.

The SaaS company provides AI-powered technology for automated ticketing, smart yield management and seamless distribution via one of the world's most powerful channel managers, including partners such as GetYourGuide, Google Things to do and Viator.

As the operational backbone, bookingkit digitalizes the entire day-to-day business: from AI-driven real-time synchronization of capacities across all sales channels to automated visitor communication and a smooth on-site check-in. Through powerful integrations to systems such as payment providers, CRM or access control, bookingkit creates a seamless and scalable ecosystem and a dynamically evolving visitor experience for professional attractions, such as amusement parks, museums and zoos.

Founded in 2014 and led by Lukas C. C. Hempel, bookingkit is the technological foundation for thousands of attractions across Europe today. 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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