

bookingkit appoints Megan Frydel as COO

Experienced operations leader joins Europe's leading experience booking platform to drive sustainable growth and organisational scale

bookingkit, the One Platform for Attractions and the leading European booking and administration solution, has appointed Megan Frydel as its new Chief Operating Officer (COO). Frydel will focus on strengthening operational processes, aligning the leadership team, and embedding AI and automation across the business.

Frydel brings extensive experience in scaling digital and tech companies. Most recently, she served as Chief of Staff at 9H Digital, where she worked closely with the CEO and leadership team to align the organisation, streamline operations, and drive sustainable growth across multiple markets. Prior to that, she held roles at Hotjar, the global product analytics company, where she gained deep experience in customer-centric, product-led growth at scale.

As COO, Frydel will work closely with the leadership team to balance speed with structure as bookingkit enters its next growth phase. Her responsibilities span people leadership, process optimisation, and the strategic integration of AI and automation – scaling through systems rather than headcount.

Megan Frydel, COO of bookingkit: "I am excited to be joining bookingkit at this stage of its growth. The company has established strong operational discipline and a clear product-market fit. My focus will be on supporting the team, bringing clarity to how we work together, and making sure we continue to scale in a way that's both efficient and sustainable."

Lukas C. C. Hempel, Founder & CEO of bookingkit: "With Megan, we're bringing on board a leader who combines operational rigour with a people-first mindset. As we continue to grow, having someone who can translate our strategic ambitions into scalable structures is exactly what bookingkit needs right now."

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

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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