

bookingkit Leisure Market Index – April 2026

European leisure stays resilient: April revenue clears the historic 2024 peak, visitor numbers hold at peak levels, price volatility re-emerges

Each month, bookingkit analyses aggregated booking and revenue data from thousands of leisure providers across Europe. The April 2026 results confirm the exceptional resilience of the European leisure market: revenue moved past the historic April 2024 peak for the first time, extending the early-2026 record run. Visitor numbers held at the 2024 peak for the second consecutive month. And after several months of stable pricing, early signs of renewed price volatility surfaced in April. The European Travel Commission's May 2026 report (+5.6% YoY arrivals) independently confirms the European tourism resilience our Leisure Market Index is showing.

Key Insight 1: European tourism stays resilient as April pushes past the historic 2024 peak

International travel budgets continue to flow into European destinations, lifting April 2026 revenue above even the historic April 2024 peak. The redirection of global travel flows that shaped Q1 is not just holding, it is accelerating. April performance decisively beats 2025 levels and confirms that the early-2026 record run is no flash in the pan. Operators should capture this expanded demand window now: extend availability, scale up capacity, and clear every friction point in the booking flow before peak summer. The European Travel Commission's May 2026 report reinforces the picture: European tourism is defying global turbulence in early 2026 ([ETC report May 2026](#)).

Key Insight 2: Visitor numbers stay strong, holding at the 2024 peak

Ticket sales continue to track at historic levels. April 2026 volumes precisely matched the strongest April on record (2024) for the second consecutive month. The March surge was not a one-off, demand is genuinely back at 2024 peak levels. For operators, the focus now shifts to operational readiness: on-site processes, staffing, and check-in have to be ready for higher visitor flows. In parallel, online booking flows should be fine-tuned so that every signal of interest converts reliably into a confirmed sale.

Key Insight 3: Prices on the rise again?

After several months of price stabilisation, April shows the first signs of movement. This is not yet a trend break, but a leading indicator that operators should take seriously. European demand is proving robust, but that resilience does not automatically extend to the cost side. To protect margins and competitiveness, cost discipline and operational efficiency should remain a priority. Targeted use of AI and modern booking technology pays off faster than many assume, especially in an environment where the price side is becoming more volatile again.

Lukas C. C. Hempel, Founder & CEO of bookingkit: "April confirms what Q1 already signalled: the European leisure market is not just resilient, it is gaining momentum. Matching or beating the historic 2024 peaks two months in a row is a strong signal for our sector. At the same time, the first movement on the pricing side is a useful reminder that growth alone is not enough. Operators who tighten their booking flows, scale their capacity, and sharpen their cost structure now will own the pole position for an exceptional summer season."

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

About the bookingkit Leisure Market Index

The bookingkit Leisure Market Index aggregates anonymised booking and pricing data from thousands of attractions, activity providers and experience operators across Europe. It is released monthly to support operators, journalists and analysts with reliable, real-time sector insights. The Index tracks the following core metrics:

- Revenue: The gross value of ticket sales across all operators
- Tickets: The total number of admission tickets sold
- Price per ticket: How pricing evolves over time and how operators adjust their value propositions

Together, these indicators provide a clear, data-driven view of market dynamics, helping stakeholders identify emerging trends early and understand how consumer demand is shifting.

Disclaimer

The bookingkit Leisure Market Index is based on aggregated and normalised data from bookingkit customers as well as selected public and private sources. While bookingkit strives for accuracy, no guarantee is made regarding completeness or timeliness. The insights reflect bookingkit's perspective at the time of publication and do not constitute legal, financial or investment advice. All analyses are intended for professional use only.

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

Press Contact bookingkit

Frank Scheibe | +49 1577 2588917 | scheibe@bookingkit.de