

## Europa-Park and bookingkit Launch Technology Partnership for Digital Multichannel Ticket Sales

**Germany's largest amusement park is expanding its digital infrastructure and will rely on bookingkit as its technology partner for the online distribution of experiences. The Berlin-based software provider is one of Europe's leading platforms for booking, marketing, and managing leisure activities. The goal of the partnership is to significantly expand the distribution network based on the existing ticketing solution, thereby directly reaching new target groups.**

With over six million guests a year, Europa-Park is one of Europe's most popular tourist destinations. To ensure that the visitor experience remains seamless, modern, and scalable in the future, the family-owned company chose bookingkit following a comprehensive market analysis. bookingkit enables Europa-Park to centrally manage and synchronize all sales channels—including leading online travel agencies (OTAs) such as GetYourGuide, Headout, and Tiqets, as well as Civitatis and Klook, among others, in the near future.

In addition, bookingkit is also being used for the structured expansion of B2B partnerships with regional resellers such as hotels and tourist information offices. The implementation is carried out via bookingkit Reach, which makes it possible to easily integrate affiliate partners and centrally analyze booking flows.

Special attention was paid during the integration to ensuring a seamless connection to existing systems. For example, this made it possible to continue using existing ticket codes and to ensure a completely smooth operational transition—without any restrictions for guests or partners.

### **Digitalization as part of an overarching growth strategy**

In recent years, Europa-Park had already announced extensive investments in its internal infrastructure. With new buildings, a modern control center, centralized event logistics, and additional digital infrastructure, the stage is set for sustainable growth. The decision to use bookingkit is part of this strategy: a forward-looking step toward automating sales processes, implementing intelligent channel management, and fostering more efficient collaboration with partners. In addition to Europa-Park itself, its water park Rulantica will also benefit from this.

**Rüdiger Büchele, Head of Sales & Tourism at Europa-Park:** “In bookingkit, we have found a technology partner that meets our highest standards for flexibility, reach, and reliability. The integration into our systems marks another milestone in the digital evolution of the Europa-Park Adventure Resort.”

**Lukas C. C. Hempel, CEO of bookingkit:** “The partnership with Europa-Park is a special honor for us and a strong signal of the importance of digital infrastructure in the leisure sector. Together, we are laying the technological foundation to create an outstanding visitor experience—one that is far-reaching, efficient, and future-proof.”

### **A significant milestone in its 50-year history**

The partnership with bookingkit marks another milestone in Europa-Park’s history: In 2025, Germany’s largest theme park celebrated its 50th anniversary—and with it, half a century of shared memories, innovations, and unique experiences. Under the motto “Europa.Together.Experience.”, Europa-Park not only looks back on an eventful history but also consistently looks to the future with digital solutions and strong partners like bookingkit.

**Images for the press release** can be found in the corresponding [download folder](#).

**About the Europa-Park Adventure Resort**

With over seven million visitors annually, Europa-Park is Germany's largest theme park and one of Europe's most popular tourist destinations. The park has been family-owned since its opening in 1975 and today features over 100 attractions and shows spread across approximately 95 hectares. The Europa-Park Adventure Resort also includes six 4-star (Superior) adventure hotels, the fine dining restaurant experience Eatrenalin, the water park Rulantica, and the VR experience YULLBE.

As a pioneer in the leisure industry, the Europa-Park Adventure Resort regularly sets new standards in innovation, event production, and digitalization. With over 5,200 seasonal employees and numerous regional partner businesses, the company is also a major economic driver in the region.

For more information, visit [www.europapark.de](http://www.europapark.de)

### **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](http://www.bookingkit.com)

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