

## bookingkit and NaviPartner Form Strategic Partnership for End-to-End Attraction Technology

**bookingkit, one of Europe's leading platforms for booking, marketing, and managing leisure experiences, and NaviPartner, the leading Danish Microsoft Solutions Partner for retail, attractions, and hospitality, are joining forces to give attractions a true one-stop shop. By combining NaviPartner's strength in on-site operations and entry management with bookingkit's channel management expertise, the partnership creates a seamless process from the first sale all the way to on-site redemption.**

Attractions today operate across an increasingly complex technology landscape. Ticketing, access control, retail, and financial processes need to work together, while sales have to reach visitors across a growing number of online channels. The partnership between bookingkit and NaviPartner brings these two worlds together: NaviPartner delivers the unified on-site backbone through its NP Attraction platform, while bookingkit provides one of the world's most powerful channel managers to distribute those experiences across leading sales channels.

Through bookingkit's technical integrations with leading online travel agencies (OTAs) such as GetYourGuide, Viator, and Google Things to do, NaviPartner customers gain structured, automated access to high-reach distribution channels, an area where bookingkit brings deep, specialized expertise.

The shared ambition is a genuine one-stop shop: a solution that removes complexity for operators and lets them focus on delivering memorable visitor experiences. The combined offering is designed to provide the perfect fit for attractions of every size, from smaller museums to large-scale amusement parks with millions of annual visitors and complex ticketing needs.

The partnership also draws on both companies' regional strengths. bookingkit contributes in-depth knowledge of the German and wider European market, supporting NaviPartner's continued international expansion, while NaviPartner brings its established footprint across the Nordics and beyond. The two companies already share clients such as Tivoli Gardens, where their complementary capabilities work hand in hand. With a growing pipeline of attractions set to benefit, both companies see strong momentum behind the joint offering.



**Mark Stewart Pedersen, CEO, NaviPartner:** "Attractions today need more than just a ticketing system. They need connected solutions that help them sell across multiple channels, manage visitor flows, and create engaging experiences. Through our partnership with bookingkit, our customers can benefit from a more integrated approach where online sales, distribution, ticket validation, and operational processes work together seamlessly. This partnership enables attractions to reduce complexity, improve efficiency, and focus on delivering memorable experiences for their visitors."

**Lukas C. C. Hempel, CEO and Co-Founder of bookingkit:** "NaviPartner and bookingkit are a natural fit. They give attractions a rock-solid operational foundation on site, and we make sure those experiences reach the widest possible audience across the world's leading channels. Together we can offer operators one connected journey, from the first click to the moment a visitor walks through the gate."

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

### About NaviPartner

[NaviPartner](#) is the leading Danish Microsoft Solutions Partner, specializing in developing and implementing cloud-based solutions for retail, attractions, and hospitality businesses worldwide. With decades of experience and a strong focus on Microsoft Dynamics 365 Business Central, NaviPartner helps organizations streamline their operations by connecting sales, payments, inventory, customer management, and financial processes in one integrated platform.

For the attraction industry, including amusement parks, museums, zoos and other visitor-focused attractions, NaviPartner offers [NP Attraction](#), an all-in-one cloud-based platform designed specifically for attractions seeking to unify ticketing, memberships, access control, retail, food and beverage operations, e-commerce, and financial management. This holistic approach is exactly what distinguishes NaviPartner from the competition. Rather than simply delivering software, NaviPartner helps attractions replace fragmented technology landscapes with a single, unified platform that improves operational efficiency, creates new revenue opportunities, and delivers richer visitor experiences.

Today, NP Attraction is trusted by leading attractions across Europe and beyond, including Home of Carlsberg, Tivoli, Statens Naturhistoriske Museum, and Parques Reunidos, among many others.

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

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