

Amadeus Information Pages are a simple, cost effective way to make corporate, product and general information available to travel agents and booking offices worldwide. Easy to customise and update, Amadeus Information Pages are your on-screen brochure. They provide a valuable communication tool that allows you to exploit the global reach and accessibility of the Amadeus network, supported by a specialist team able to offer advice on content and targeting.



The fast and cost-effective way to get your information to the point of sale.

Provide the information your agents need, 24/7

Amadeus Information Pages solve a problem faced by both travel agents and airline booking offices: that of maintaining up to the minute information on availability and routes, as well as general information about the airline. Conventional print and fax mailings can be expensive and unreliable. Agents get frustrated and customer service standards suffer when basic details and information have to be checked by telephone. Amadeus Information Pages offer a cost-effective and welcome solution.

Your customised electronic brochure

Amadeus Information Pages are your corporate brochure, held within the Amadeus system, and instantly accessible by Amadeus users worldwide. You make this flexible space your own, selecting how many pages you require, which pages can be viewed by which users and updating them at any time, with every update automatically distributed throughout the system. Clear Quickpath navigation and straightforward commands make it easy for users to find the information they need.

Global and local solutions

Worldwide, Amadeus is chosen by more travel agents and processes more international travel reservations than any other GDS. Your Amadeus Information Pages can be accessed from every one of over 362,000 terminals, in over 75,000 travel agency locations and 11,000 airline offices. Use dedicated city pages to provide local information, such as the business hours and

addresses of your offices. And by restricting certain pages to certain audiences, you can use your Information Pages to add another dimension to any promotional or marketing campaign.

Instant answers

For a global carrier, providing up to the minute information to the entire travel agency community was proving costly and unreliable.

Fax and postal mailings were not easy for agents to retain and refer to. One effect was a very high level of general enquiry calls to the airline offices, checking basic details, and a frustration on the part of both the airline's own booking offices and travel agents. By using Amadeus Information Pages, the airline was able to make available worldwide, 'real time' information regarding routes and schedules as well as general information. The Information Pages format provides a standardised presentation that has made it much easier for travel agents to find the information they need. Travel agents are now able to make bookings faster and serve their customers better. Sales have gone up, while general enquiry calls have fallen.

How can you use Amadeus Information Pages?

Amadeus Information Pages are available in four options, designed to meet your tactical or strategic marketing requirements within your marketing budget.

All four options feature:

- > Easy navigation. Use the information pages to communicate effectively both with your own airline booking offices and the travel agency community.
- > Multiple language capability. With up to 14 languages available, local audiences can access information more easily.

Standard & Compact options feature:

- > Standardisation of information. Frequently-searched headers help agents find what they are looking for, fast.
- > Dedicated city pages & company information pages provide a truly comprehensive information source.

Option	Use it to	Features
Standard	<ul style="list-style-type: none"> Deliver virtually unlimited information to travel agents via the Amadeus system Provide worldwide office details Target certain markets with specific pages 	<ul style="list-style-type: none"> > 999 pages for your company information, promotions etc. > Up to 999 lines per page > 999 pages for city information > Quickpaths for every page > Pages can be restricted to individual markets
Compact	<ul style="list-style-type: none"> Provide travel agents with an electronic brochure featuring selected information Include city details for regional or key markets only Target certain markets with specific pages 	<ul style="list-style-type: none"> > 15 pages for your company information > Up to 200 lines per page > 20 pages for city information > Pages can be restricted to individual markets
Mini Advanced	<ul style="list-style-type: none"> Provide an easy to organise space for the airline to display its generic information Promote a specific product, event or service 	<ul style="list-style-type: none"> > 3 pages of information with up to 999 lines available per page
Mini	<ul style="list-style-type: none"> Deliver a limited amount of information more cost effectively Promote a specific product, event or service 	<ul style="list-style-type: none"> > 1 page of information with up to 999 lines available

The Amadeus Information Pages service includes:

- > Free initial upload of information, handled by the Amadeus team.
- > Free training for your staff on updating your Information Pages.
- > Personalised consultancy.
- > Shared experience of what works best in the electronic marketing arena: how to integrate Amadeus Information Pages with your wider marketing activities and complement other communication tools.

Turn your travel agents into instant experts on your products and services, with Amadeus Information Pages. Call your Amadeus consultant now.

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