

Cruise News

Disney Cruise Line's inventory is now available in Pound Sterling currency via Amadeus Cruise. With the addition of Disney, Amadeus continues to diversify its cruise portfolio, currently comprised of 18 cruise lines that account for more than 95% of the world's cruise cabin inventory. Disney Cruise Line will launch an online product training program for the UK trade later this year.

The timing of Disney Cruise line's distribution via Amadeus couldn't be better with a brand new ship, Disney Dream nearing completion in the dockyards and due to begin sailing in January 2011.

Louis Cruises is due to be launched in Amadeus Cruise in early November. Louis Cruises offer a "classic cruising" experience. The line's smaller ships provide an intimate atmosphere and are able to drop anchor at enchanting Greek islands and historic cities around the Mediterranean for rewarding shore excursions. The fleet of ten ships sailing under the Louis flag is headed by the 1,790 passenger Louis Majesty, which sails out of Genoa and Marseille year round.

The advantage of using Amadeus Cruise to boost your cruise bookings is that you only need to learn one way of making a booking instead of muddling your way through various different cruise line websites.

Amadeus Golf Day

Left to right: Rakesh Patel, ITC; Suk Patel, Travelpack; Ian Simkins, formerly TUI Specialist Travel; Neil Morgan, Amadeus

Even the sun made a guest appearance at the first Amadeus Golf Day held in beautiful surroundings near Ditchling, East Sussex on 29th September.

If you are a keen golfer and would be interested in attending a 2011 event please let your customer relationship manager know.

More photos can be found at www.uk.amadeus.com/photos



IN BRIEF • NEWS IN BRIEF • NEWS IN BR

- Amadeus wins "Star Technology Provider" at the 2010 Travel Bulletin Awards after winning "Best Technology Provider" at the 2010 Globe Travel Awards for a second year running.
- Premier Inn, the UK and Ireland's biggest hotel chain with some 580 properties is now exclusively available to book through Amadeus.
- Amadeus's data processing centre, the largest of its kind in Europe, received the prestigious international "Energy-efficient Enterprise" certification.
- The latest version of the world's most popular front office solution – Amadeus Selling Platform (6.1) – is currently being rolled out to travel agency partners in the UK. The new Amadeus Plus products are a highlight and are designed to make selling non air services easier than ever before. New modules for Profiles and Ancillary Services will be added shortly.
- Amadeus and Concur deliver an integrated corporate travel and expense management solution to benefit corporate customers by providing a more efficient way to address the entire continuum of the Travel and Expense process.
- Amadeus now offers a brand new, cutting-edge booking solution for online players, using Amadeus Cars Plus XML technology. Cars Plus XML business logic streamlines the messages from Amadeus Web Services, making it easier for online players to offer a comprehensive range of functionalities to their customers including: map display, matrix view and point of reference searches.
- Amadeus predicts further growth as Ancillary Services are sold through the high-yield travel agency channel and advises airlines to think "end-to-end" to translate ancillary revenue into additional profit. Airline Ancillary Revenue is projected to soar to 18.4 billion EUR (22.6 billion USD) worldwide.

Inside Technology

The Amadeus Newsletter for business owners and managers

amadeus
Your technology partner

In the Know

Autumn

2010

The Travel Gold Rush 2020

The California gold rush of the early 1800's forever changed the landscape and population of the West coast of America and brought about new travel opportunities with the increased use of steamships and trains. Some brave prospectors became wealthy and there were opportunities for all.

The Travel Gold Rush 2020 is a report commissioned by Amadeus in conjunction with Oxford Economics and provides insights on how and where the travel industry's "pots of gold" are to be found in the next decade.

Based on macroeconomic forecasts the new industry report examines how the travel sector can better ride the global economic rollercoaster and secure future growth and profitability. Pointing to the death of traditional airline cabin classes; the rise of face-to-face agents; the dominance of Asia; the decline of business class and the importance of delivering a total travel experience, the study provides new thinking and innovative scenarios to support the future of travel.

Thanks to extensive input from key industry experts across airlines, travel agents, think-tanks and international organisations, the report details new revenue opportunities, drivers of profitability, new models for delivering services and the changes in traveller tastes set to influence the future of the industry.

So whether you have a spirit of adventure or just want to understand how travel is changing so you can be ready to stake your claim, download your copy at www.amadeus.com/goldrush2020 or contact your Amadeus Customer Relationship manager.

Newsletter Editor: Rob Gollidge
e-mail: newsletter@uk.amadeus.com

Keep up with all the Amadeus UK news by following us at:
www.Twitter.com/amadeus_uk
www.Facebook.com/AmadeusUK
Blog <http://1auk.wordpress.com>

amadeus
Your technology partner

Hello and welcome to a solutions update from Amadeus. Look out for our tongue in cheek ‘Innovation is for life, not just for Christmas’ advert, which pokes fun at how our competitors approach product development.

The Amadeus approach is different. As the only global travel technology company to manage its own private data centre, we are continuously evolving our product offering – with the emphasis on continuity.

We deliver game changing enhancements through regular updates that avoid disrupting your business. You might be surprised at how much of our competitors’ “new technology”

is already available in Amadeus Plus products for example. And there’s much that Amadeus has to offer that simply doesn’t exist in competitor systems.

As our current marketing campaign states, together with our customers we believe we can be **Brighter, Bolder and Better**. In the end, the market will decide which strategy best serves the interests – not of the tech companies – but of the UK travel industry. I hope you enjoy the read and please do give us your feedback.

Best wishes




Brighter, Bolder, Better



Corporations get easier hotel bookings through AeTM

The latest version of Amadeus e-Travel Management (AeTM) offers a hotel shopping facility that embraces the look and feel of Web 2.0 (consumer web booking sites) and takes advantage of a new mapping system based on Microsoft BING™ maps. This allows the corporate travel booker to easily visualise, search and navigate through a range of hotel selections; comparing locations, amenities, policy compliance, availability and prices.

AeTM also offers a ‘BookNow!’ feature that instantly adds the hotel to the traveller’s itinerary. It further benefits from using the same Hotel Shopper technology as Amadeus Hotels Plus, the successful hotel-selling tool for travel agencies.

Our research into the needs of today’s business travellers has enabled us to fine tune our value proposition for corporations, which highlights the following areas where Amadeus can make a difference: Content, Choice, Care, Control and Competence. For content alone, we can demonstrate how Amadeus provides more varied and better quality content than any of our competitors.

We’re working on a host of new features that will be rolled out to users of this popular self-booking tool that is proven to save time and money.

See www.amadeus.com/corporations for the latest information.



Product Highlights

Fare World

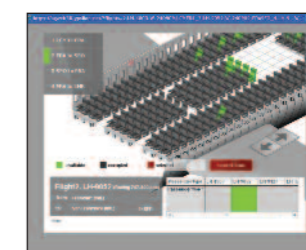
Fare World, the combined consolidator, low cost carrier and published fare finder and booking solution now handles complex itineraries including open jaws and stopovers. Fare World is available via a Smart Tab in your Amadeus Selling Platform. The latest consolidator available is **Teleticket**. For more information about the product and featured consolidators, visit our UK website www.uk.amadeus.com/fareworld

Cars Plus

Cars Plus represents a breakthrough for travel agents, combining the power of a professional tool with the simplicity of a consumer website. Amadeus Cars Plus is available through Selling Platform 6.1 which is the next version to be rolled out in the UK. Because Cars Plus is equipped with top of the range booking tools which are so simple to use, agents will be able to generate customer loyalty while creating instant revenue opportunities from increased car rental sales.

Ticket Changer

Ticket Changer is now available with **Czech Airlines, Norwegian Air Shuttle, Royal Air Maroc, TAM Linhas, Bulgaria Air** plus 53 other airlines. See how much time Ticket Changer could save you today. Contact your customer relationship manager for more information or a demo.



Airline update

During 2010 Amadeus continued its drive to sign long-term full content agreements with airlines, including **Aegean Airlines, Aerolineas Argentinas, Cyprus Airways, TAP Portugal, Ukraine International Airlines** and most recently, **Cathay Pacific Airways**.

Low-cost carrier bookings made using Amadeus by travel agents in the second quarter of 2010 increased by 35.5% compared with the same quarter in 2009.

Popular airlines for UK bookings include **easyJet** and **Transavia**.

New Faces at Amadeus

Scott Davies is our new Commercial Director. Scott has over ten year’s sales experience within the travel sector. He joined the British Airways sales team in 2000 and worked in a number of management roles across both the agency and corporate market segments.

Scott Davies



Another addition to the team is Commercial Manager, **Siobhan Bosket** responsible for Northern Ireland & Scotland. Siobhan has over ten years experience within the travel sector after joining American Holidays in 1999 and having worked in a number of management roles across both the agency and corporate market segments in Northern Ireland.

Siobhan Bosket



The latest appointment is that of **Kenny Scullion** our new Head of UK Sales. Kenny previously held a senior sales role at Worldspan and joins us from Octopus Travel where he was a Director. Kenny takes over the role from Rachel Castle who took a 1-year sabbatical travelling the world. When Rachel returned to Amadeus in November she took up a new opportunity in our recently formed Customer Solutions and Delivery department.

Kenny Scullion



Amadeus Airline IT has continued to migrate airlines, develop new services and sign new contracts to provide the latest technology to the airline industry.

Air France-KLM, the largest airline group in Europe - which carries over 71 million passengers annually - recently cut over to the inventory module of the Amadeus Altéa Customer Management System (CMS).

Other airlines to move to Amadeus for one or more components of its airline IT offering include: **LOT Polish Airlines, Tunisair** and **Saudi Arabian Airlines**.

There are definite advantages in using Amadeus to book airlines that use our IT solutions, so please contact your customer relationship manager if you would like to learn more.