

# Newsletter

Travel Agents

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## Amadeus Signs 10 Year Agreement with AACO Testimonials

“The travel industry will remain a growing industry. This industry needs nothing more than technology. Through the AACO Deal we have proven that the combination of IT Services and Distribution Services are a successful comprehensive offer to the players in the travel industry.

We would like to prove that through a partnership concept, combined with technology we are able to service the industry in a way that all its members prosper from it and are successful. Amadeus has a clear direction for the future which is partnership, IT services and a good distribution offer.”“Today it is clear that the need to travel for business and the desire to travel for personal reasons is a fundamental element of modern life and I can see no reason why that should change in the future. Moreover all the time the people are looking to more and more enhancements of their travel experience. We in Amadeus have a clear direction for the future and we understand that our technology, whether it is used for distribution or to help our customers manage their own businesses, must help them be successful by meeting the needs of their customers - the travellers. This 10-year deal with AACO is further proof that we in Amadeus are committed to working closely and constructively with our partners to build mutually beneficial long term relationships. ““Our vision for this industry is focused around the customer. It's about people, it's about airlines being able to respond to people's requirements so all the dynamics of success are there in the Arab world and the Arab airlines are definitely poised for playing a bigger role in that. Now when we talk about people, we talk about channels to reach those people and we believe that Amadeus is a very important channel to reach the people through our partners in the travel and tourism industry, the travel agents. Amadeus has built a very strong and established reputation for Excellency in service, for top notch technology, for being very close to suppliers and to intermediaries, in order to deliver to the customer quality products and timely products and support along the way. This partnership is not only the beginning but it has there but has been expanded to include almost all of the Arab World. We have a contract for 10 years but the new contract is by large.. probably the biggest collective contract between airlines and not only a GDS but a vendor... any vendor. So it is really a landmark in terms of collective work between a group of airlines... 15 airlines is a very large group... I am sure the end result is going to be delivering better services to the travelling public through our partners in aviation the travel agents.”

## AACO Agreement Means More Content For Amadeus Agents

Amadeus making history in our region - we have turned the market on its head and an incredible change is happening. With the recent AACO agreement, Amadeus has been confirmed as the leading technology provider in the Middle East by the region's leading airlines.

The agreement means that Amadeus will have better content and better functionalities than other GDSs - and all that can be offered to our travel agency customers. Now more than ever Amadeus and its travel agency customers are at the forefront of the travel technology industry. At the end of the day what's important is the service and choice that TAs can offer their customers. With this content that is only available in Amadeus, customer will not need to shop around; they will trust Amadeus agents to give them everything they need. The agreement is also about helping travel agents to be more productive and more efficient. By using Amadeus, they will have access to better functionality with more content at their fingertips. Add to this the fact that Amadeus is there to support its customers 24X7 throughout the migration process and afterwards to really help TAs grow their bookings. This support isn't just local as Amadeus is currently beefing up its regional presence with the opening of a regional hub in Dubai. The new content that will be available as a result of the AACO agreement will of course be available through Amadeus Selling Platform. Amadeus Selling Platform is the world's most used retailing application for travel professionals that allows agents to sell more, move faster and serve better. With over 400,000 points of sale deployed around the world and more than 250 million bookings per year, Amadeus Selling Platform helps travel agents to benefit from exciting change that Amadeus is bringing about in the market.

## Amadeus Launches Airline Service Fees, a New Solution to Support Airline Ancillary Revenues

Amadeus, a global leader in technology for the travel and tourism industry, today announced the launch of the first module of Amadeus Airline Service Fees, the industry's first solution to automatically price and collect ticketing fees through multiple channels in compliance with ATPCO and IATA regulations defined for OB Fees. Amadeus Airline Service Fees comprises two modules: the first one, which is now available, enables airlines to automatically collect ticketing, credit card, and miscellaneous fees in their direct sales channels (airport & city ticket offices, call centre, website). The second module that is due to be rolled as part of the Amadeus Retailing Platform, will allow airlines to collect credit card fees through their indirect sales channel, the travel agencies.

**Amadeus Airline Service Fees is designed to fulfill three goals:**

- Increase airlines' revenues: Amadeus Airline Service Fees enables airlines to secure their fee collection and eliminate human error by end-to-end automation of the entire process. With the indirect channel module of the solution, carriers will also maximize the reach of their fee policies and access new revenue streams by collecting credit card fees through the travel agency channel.
- Improve airlines' fee management: Automated and flexible, Amadeus Airline Service Fees is the airlines' solution to customize their fee policies and accurately manage their fee revenues. Airlines can, as a result, roll-out new fee policies across all sales outlets in real-time. A cost-saving solution as well, Airline Service Fees is fully integrated within the agent workflow so that staff productivity is ensured.
- Secure transparency in airlines' fees collection: "The European Union recently highlighted the need for transparency in airline fee calculations," points out Frederic Spagnou, Vice President, Airline Business Group, Amadeus. "The Amadeus Airline Service Fees solution was developed precisely to solve the issue, quoting a total price including all fees and displaying a complete breakdown of those fees to the final customer/traveler". The integration of fees in the reporting process has the additional benefit of allowing more transparency within airlines' revenue accounting.

The first module of Amadeus Airline Service Fees solution is now available to all airlines that have adopted the Amadeus Altéa Reservation platform.

## Thai Airways Grows Online Bookings by 200% with Amadeus E-Merchandise

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that Thai Airways has launched e-Merchandise in five major markets, with more on the way. By adopting the industry-leading e-Merchandise solution to provide advanced shopping capabilities on their website, Thai Airways has increased online domestic bookings by 200 percent over three months and furthermore has set a target to quadruple online bookings by year end 2009. Amadeus e-Merchandise provides a full calendar display and a variety of up-sell capabilities on the Thai Airways website. Integrated with the Amadeus e-Retail booking engine, Thai Airways now provides a superior online shopping and booking experience, proven to drive yield and profitability. Hun Danuj Bun nag, Vice President, Marketing Planning and Revenue Management, Thai Airways, said: "Since 2000, we have also been working with Amadeus to continuously improve the online user experience and functionality that we offer to customers through our website. As we strive to meet our ambitious online objectives, it is essential to work with a partner who understands our business and has extensive experience in maximizing the value of the online channel. The results we have seen so far from Amadeus are outstanding, both in terms of 200 per cent growth in online bookings as well as the improvements in our look-to-book ratio of 62 percent." Philippe der Arslanian, Global Director, Airline Direct Channels, Amadeus, said: "As a long-standing customer of Amadeus, we are delighted to see Thai Airways exceed its business objectives with e-Merchandise. Due to our international presence, end-to-end service and scalable solutions we were able to quickly implement our e-Merchandise Solution in all continents. Similarly, we are looking forward to providing additional value to our customers by deploying our fully integrated servicing solutions such as rebooking and redemption." Thai Airways joins some of the world's leading airlines - including 10 of its global alliance partners - that rely on Amadeus for their e-Merchandise needs such as Air Canada, Lufthansa, SAS, Span air, Singapore Airlines, Turkish Airways and US Airways.

## Amadeus Boosts Air China International E-Commerce as Airline Passenger Number Continue to Surge

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced the successful implementation of Air China's international e-business in 25 international markets. Air China turned to Amadeus for a fully hosted and customized internet booking engine solution that will help them manage the intensified international online traffic due to the Olympic Games in Beijing this summer. Through partnering with Amadeus, Air China now offers its international customers in many markets a fully localized online booking product in the native language and local currency, thus enhancing customers' overall experience and increasing online conversion rates. Air China Director, E-commerce, Lui Dong commented: "As a carrier operating worldwide with a vastly diverse customer base, Air China opted to build a local web site presence in each of its international markets, thereby offering our customers the best online experience, locally. This will help grow our international online business, especially during the increase in passenger traffic before the Beijing 2008 Summer Olympics." "We also believe that Amadeus has the financial strength and focus to maintain unrivalled booking engine technology, allowing us to remain competitive. We can clearly see an impact on our results for the past few months, with a growth rate of our online bookings of over 50% during the first quarter this year. We look forward to continue working with Amadeus, to provide an excellent customer experience to all of our online bookers." David Brett, President, Amadeus Asia Pacific, said, "I believe our leadership position in China is due to our ability to provide international reach, leading functionality as well as our proven record as technology partner to airlines. We are proud to partner with Air China and help them continue to deliver significant growth. We supply them with e-commerce solutions and are committed to develop our business even further in the region."

"Our Web 2.0, fully customizable, solutions allow the region's players to accelerate their e-business and increase their international conversion rates. Further, Amadeus' strong commitment to e-commerce means that our partners will be able to sustain their online growth by benefiting from evolving e-commerce opportunities and emerging technologies." The Amadeus e-Commerce solutions currently power more than 250 websites for over 80 airlines worldwide. These include Air Canada, Air China, Air France, BMI, Cathay Pacific, China Airlines, China Eastern Airlines, China Southern Airlines, Dragon air, EVA Air, Finn air, Iberia, Qantas and Singapore Airlines.

## Hotels Can Now Manage Expedia Bookings Through Amadeus Property Management System

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced a new direct connection between the Amadeus PMS and Expedia. The initiative is part of Amadeus' ongoing commitment to open up new sales channels to the hotel industry. Nearly 32.5 million potential guests visit Expedia sites every month and in 2007 Expedia sold travel products and services worth more than \$17 billion-worth. The solution allows hotels to sell their rooms on Expedia direct from their Amadeus PMS. Amadeus PMS now provides hotels with a single point from which they can manage their rates, availability and inventory on Expedia. This allows them to easily adjust room availability and pricing according to demand, and enables the use of dynamic pricing to optimize rate management and occupancy levels. 6,700 hotels in 75 countries currently use the Amadeus PMS. Richard Kürzli, Head of PMS division, Amadeus Hospitality Business Group said: "We are seeing property management systems converging with distribution, and distribution channels proliferating. In this environment, it makes sense for independent hotels and smaller chains to manage their distribution directly from the PMS. This solution gives them that facility and opens up one of the largest distribution channels for them."

## Royal Nepal Airlines Enjoy Amadeus Access Sell

Amadeus Is Pleased To Announce That Royal Nepal Airlines (RA) Was Successfully Implemented In Amadeus Access Sell. Amadeus Access Sell Provides Immediate Segment Confirmation (HK) And a Full Secure Sell Reporting To The Airlines Inventory System. **For More Information, Please Refer To GGPCARA.**



## Amadeus Kuwait assisting you...

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## Quick Entries

### PM

Enter Profile Mode.

### PME

Exit Profile Mode.

### pmp

Temporarily Exit Profile Mode.

### PE

End Transaction and File Profile.

### PER

(As PE) But Also Redisplay Profile.

### PI

Profile Ignore.

### PIR

Ignore Updates and Redisplay Profile.

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