



LCCs & Hybrids:

Taking distribution to the next level

Low-cost and hybrid carriers (LCCs) are reaching new heights

... but face new complexity & competition

As the lines continue to blur between low-cost and full service models, the world's leading LCCs are engaging in new and diversified strategies to secure future growth and profitability. See how they're making travel agency distribution work for them.

25%+ seats flown worldwide



THE POSSIBILITIES ARE ENDLESS...

- Optimise working with OTAs / metasearch
- Get the most from digital traffic acquisition
- Take advantage of cross-sell opportunities
- Enhance sales using data analytics

WHY AMADEUS?

- PROVEN RESULTS
- PROVEN TECHNOLOGY
- PROVEN EXPERTISE

90+ LCC partners today

- Including 8 out of the 10 world's largest
- 80% of total global LCC seats available today

88% growth in LCC bookings since 2012

- One-of-a-kind adoption programmes
- Unique ticketless access
- Most comprehensive offer for LCCs

US\$830M acquisition of Navitaire

- Uniquely positioned to answer the needs of LCCs
- Enhanced synergies: Bringing together world leading technology developed by LCCs, for LCCs
- Even greater access to travel buyers

1. GET REAL RESULTS

in line with your strategy and low-cost model



Higher revenues

- Up to 60% higher fare per passenger
- Up to 80% attachment for ancillaries
- 20M+ business trips booked on LCCs



New partnerships

- World's largest agency network
 - 195+ countries
 - 11,000+ corporations & top TMCs
- 19% of LCC volumes are interline / codeshare



Better customer experience

- Connect your brand to travellers
 - in ALL channels
 - at ALL phases of shopping
- Anytime, anywhere with mobile and cloud booking technology



2. DISTRIBUTION, YOUR WAY

- Easy:** Connect to existing systems
- Flexible:** Maintain or evolve as you need
- Choice:**
 - Ticketless:** Unique light ticketing technology (new generation XML)
 - or**
 - Ticketing:** Full distribution capabilities

3. STAY LOW COST

- Low cost customer acquisition
- Improved efficiencies from transactional business model
- Retain business processes
- Maximum ROI across all channels



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Let's build on your success and re-imagine new ways of working together profitably

