

What types of products can I find in Amadeus Activities & Entertainment?

Bookable products are divided into six main categories:

Active & Outdoor

Excursions, bike tours, diving, hiking, surfing, golf breaks etc.

Events Sports & Performances

Tickets for musicals, theatre, sport events, trade fairs, concerts etc. Also packages where an event is combined with dinner or dinner and tour.

Ground Transportation & Services

Airport transfers, airport parking.

Short Breaks

Sightseeing tours, excursions and adventure trips with at least one overnight stay.

Tours & Sightseeing

Full or half day sightseeing tours, culinary tours, destination passes, entries for amusement parks and museums.

Travel extras

Dining deals at restaurants, airport lounge passes international phoning cards.

The type of products and the amount of content available varies between different destinations. Only the categories for which there is content available at the chosen destination, will show in the menu.

How do I sell an Activities & Entertainment product to my customer?

Amadeus Activities & Entertainment offers a new type of content that you may not be familiar with. To help you in your sales process here are some sales tips for selling the different product types offered in the platform.

Why is it good to book products in advance?

- **Avoid wasting time** planning and negotiating activities during your holiday. Booking destination content before the trip **freed up time** once at the destination so that you make the most of your time there.
- Book before arrival to **be sure that your preferred activities are not sold out**.
- Booking ahead allows you to more readily **plan around your activities** and make more use of your time.
- Be sure you **don't return home regretting having not had the time to experience the activities you wanted to do**.
- When booking in advance you don't have to go through the hassle of trying to organise a tour in a foreign language you do not speak

And some concrete examples of sales arguments;

Why should your customer book:

An Active & Outdoor product?

- A&E only works with trusted providers. To feel safe is especially important for more adventurous activities like diving, surfing, hiking where you are dependent on the equipment.

A musical ticket?

- Avoid spending time searching for places to buy concert/musical ticket at the destination. Be sure your preferred events are not sold out.

An airport transfer?

- Make the trip a door to door experience. Avoid hassle at the airport when you arrive. Especially useful for persons with special needs for their transportation.

A sightseeing tour?

- Ensure that you don't miss the main attractions and hear the history and interesting facts of your destination by taking a guided tour.

An airport lounge pass?

- Do you have a long stopover at an airport? Make it an experience instead of a waste of time. Also suitable for business travelers that need to be able to work.

Amadeus Activities & Entertainment

Quick Card

What is Amadeus Activities & Entertainment?

A platform offering thousands of destination activities such as sightseeing tours, tickets for concerts and musicals, sports activities, airport transfers, excursions etc.

Travel guides for more than 400 destinations worldwide that you can print or e-mail to your customer.

Available through multiple channels:

Integrated as a smart tab within the Amadeus Selling Platform. B2C version accessible for your customers through links in E-mail confirmations and CheckMyTrip.

Mid and back office integration through the automatic creation of a miscellaneous segment in the PNR.

Welcome to Amadeus Activities & Entertainment. This Quick Card shows you how to access and navigate the platform.

Access

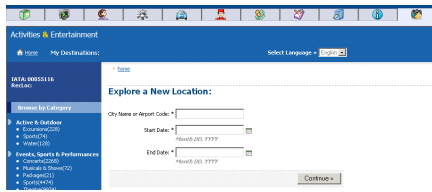
Access Activities & Entertainment by clicking on the tab with the icon within the Selling Platform.

PNR data is automatically transferred to A&E so you are shown products for the relevant destinations and date range. To change between destinations or dates click on:



If you want to browse for content in a city that is not in the PNR click on "Browse Another City".

No PNR open: You can book products in Activities & Entertainment even if you don't have a PNR open. You are then taken to the "Explore a new location" screen when you click on the smart tab.



Navigate

You navigate back and forth in A&E by clicking on the links that appear at the top of each page.



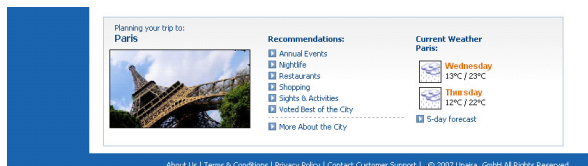
To get back to the first page click on



in the top left frame corner.

Destination Guides

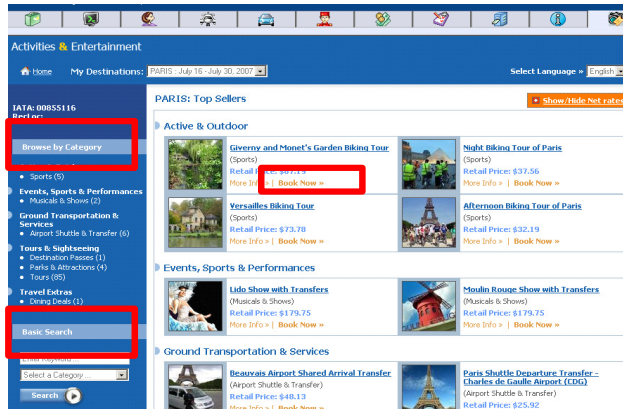
On the bottom of the first page you find access to static travel guides which you can print and give to your customer.



Finding Products

There are three ways to look for products:

1. Top selling products are shown on the first page with direct access to the booking.
2. Use "Browse by Category" to find the full range of products in each category. Only categories in which there are products at the destination are shown.
3. Use "Basic Search" to look for certain types of activities or locations, such as Statue of Liberty.



To get more information about a product click on **More Info** >>
For booking a product click on **Book Now** >>

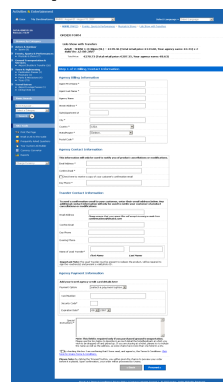
Making a booking

On Activities & Entertainment you pay net rates with your agency credit card. You always see both the net rate and the retail price for products: **Retail Price: \$15.30**
Net rate: \$14.08 (Your agency earns: \$1.22)

Hide the net rate by clicking on: **Show/Hide Net rates**

You make a booking in 3 steps:

Step 1



Order Page 1 of 2

1. Fill in your agency address details under the billing information.
2. Fill in your agency contact information.
3. Fill in your client details and e-mail address for sending of voucher.
4. Fill in the details of your agency credit card.
5. For airport transfers, fill in pick up location.
6. Click on "Book now".

Order Page 2 of 2

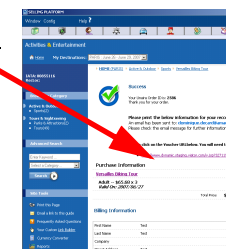
1. Control the information.
2. Click on Book now.

Step 2

Confirmation Page

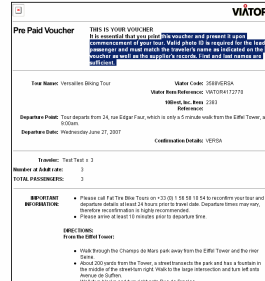
If a booking is successful you see the success screen:

Click on the **Voucher URL**, print the pre paid vouchers and give to your customer.



Important

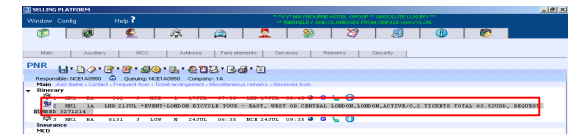
The vouchers are your client's proof of purchase and must be brought to the venue. Detailed instructions are printed on the voucher.



Step 3

Charge Customer

Bookings made through Activities & Entertainment are integrated as a miscellaneous segment in the PNR;

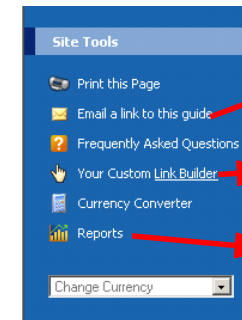


The price integrated in the PNR is the retail price which you should charge your customer.

Note: if you have just ended the PNR with ER you must IR before accessing A&E. Otherwise you may have simultaneous changes message and will not be able to save the MIS segment created from an A&E booking

Site tools

At the bottom of the left hand navigation menu you will find a set of site tools for Activities & Entertainment:



Print this Page - Sends a link to A&E to your customer. Bookings made through the link are commissioned to you.

Email a link to this guide - Places a link to A&E on your agency web site or in your e-mail signature. Bookings made through the link are commissioned to you.

Reports - See all bookings made by you or your customers. Access booking details and print new vouchers if needed.