

### Leading Finnish agencies Area Travel and Finland Travel Bureau expect to boost their leisure travel revenue thanks to the Amadeus Leisure Solution.

With leisure travel set to become one of the key growth areas in the travel industry, both travel agencies needed a solution that could help them develop their leisure online sales and move towards a full Leisure model. They chose the Amadeus Leisure Solution to better sell leisure content and drive revenues higher through margin and inventory control.

#### In brief

##### Challenge

- > Increase online sales and leverage the combination of the different distribution channels.
- > Move to a merchant model as opposed to a commission - based model.
- > Improve automation of distribution processes to reduce unit costs, especially for package distribution.
- > Integrate efficiently with existing mid and back office systems.

##### The Solution

- > Fully customised according to each individual customer's requirements.
- > End-to-end solution with front to back office integration.
- > Improved package distribution for fixed, dynamic and virtual packaging.

##### The Results

- > Enhanced leisure offering and access to multiple sources of leisure content.
- > Increased revenues and driven sales of specific content.
- > Better Customer Service.
- > Streamlined operations and rationalised investments.



Area and FTB are both owned by the Finnair Group, and rank among the three biggest travel agencies in Finland.

#### About Area Travel

At present, Area Travel primarily serves corporate customers; the business segment represents 78% of its total sales. Area's vision is to be a multi-channelled leader of e-travel in Finland.

#### About Finland Travel Bureau

Finland Travel Bureau is the leading travel agency in Finland. FTB focuses on both corporate and leisure travel, and aims to be the market leader in both segments. Its strategy is to be a travel department store serving customers through all channels (web, office, telephone and email).

With its pricing model and dynamic inventory, which together ensure the best price with availability for a given time, this outstanding technology takes us to a new era in producing package holidays. Indeed, we expect to achieve as yet unseen growth in online leisure sales in 2007.

**Juhani Suomela,**  
Managing Director of Area Travel Agency Ltd.

#### Challenge

With leisure travel set to become one of the key growth areas in the travel industry, Area and FTB were seeking a solution that would help them sell more leisure content. In addition, they needed to find a way to drive revenues by helping their agents sell the highest margin package that meets the customer's needs.

In order to diversify revenues and improve the profitability of their leisure sales, both travel agencies were looking for a platform providing specific leisure services and features, and that would allow them to expand their Leisure revenue model.

"The Amadeus Leisure Solution will help us increase our profitability considerably" explained Juhani Suomela, Managing Director of Area. "Indeed we plan to increase online sales from 7% to 30% of our total sales by the end of 2007".



**This solution will help us stay at the cutting edge of the online market, and will also strongly support our own production by providing a common and integrated inventory and packaging tool. This multi-channel distribution model will give our agents the ability to serve the customer better by finding them the right holiday for their needs, quickly and easily.**

**Jukka Näräkkä,**  
Managing Director of FTB

## The Solution

Area and FTB chose Amadeus as their technology partner since the company is a long time partner of the Finnair Group, and also because they share the same vision regarding the future of e-travel sales.

The solution's business critical components are the facility and speed of purchasing, and increased payment security. The solution enables travel agencies to quickly respond to customers' demands, achieve fast results and save time.

Amadeus developed a fully integrated multi-channel leisure solution for Area and FTB, and successfully delivered a customised solution integrating various applications based on Amadeus market-proven technologies, as well as on market and customer - specific components.

The solution provides all the merchant, dynamic packaging, virtual packaging and local content aggregation capabilities. This sits on the existing Amadeus Selling Platform (the universal browser - based sales platform), Amadeus e-Retail (Internet booking engine), Amadeus Agency Manager (mid-office application) and Amadeus Travel Packaging for fixed package production (recommended).

The Amadeus Leisure Solution retrieves content from a range of sources (GDS and non-GDS) and integrates it into dynamic and virtual packages governed by specific business rules (defined by the travel agency). The solution subsequently provides Area's and FTB's sales agents with a single search and display interface for all leisure content which is the same for travel agents, call centres and online channels, - thus ensuring a consistent offer across all channels. Merchant capabilities allow an additional mark-up on each travel component, thus improving revenue management.

## The Results

The integration of key Amadeus products with market and customer - specific components gives Area and FTB the possibility to capitalise on their existing infrastructure. They also benefit from a fully integrated end-to-end solution that helps them rationalise their investments, as well as allowing seamless dataflow between front, mid and back offices.

Amadeus Leisure Solution will help Area and FTB diversify their sources of revenue, drive the sales of specific content thanks to merchant capabilities and improve package distribution for fixed, dynamic and virtual packaging - including their own package distribution.

Jukka Näräkkä is very enthusiastic about the growth perspectives offered by this new solution: "With our strong local presence and this outstanding technology, we will now become unique compared to pure online players. The new Amadeus Leisure Solution will enable our experts to serve customers in shops, over the phone and when the clients visit our website". In the end, Area's and FTB's travel agents will be able to deliver a truly personalised service, giving consumers the choice to use the channel they prefer (online, call centre or travel agencies) and to create their dream holiday package.

### About Amadeus Leisure Solution

With Amadeus Leisure Solution, travel agencies can design their own leisure sales solution adapted to their specific business needs. Travel Retailers will easily:

**Sell leisure... & optimise the way they sell holidays!**

**Cross channels... & distribute their packages across all channels!**

**Increase margins... & improve their profitability!**

Amadeus s.a.s  
485, route du Pin Montard  
Les Bouillides - BP69  
06902 Sophia Antipolis Cedex  
FRANCE  
Tel.: +33 (0) 4 92 94 60 00  
Fax: +33 (0) 4 97 23 05 68  
[www.amadeus.com](http://www.amadeus.com)

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