


Bulletin

Travel Agents Newsletter



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your customers
what only a travel
agent can do

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tomers a unique service

PAGE 2

PAGE 3

Amadeus signs two new
customers and becomes number
one e-commerce technology
partner to airlines in the Greater
China region for international sales

PAGE 4

Iran, Venezuela launch 3 flights in
a week

PAGE 4

Caspian Airlines signs Amadeus
Participating Carrier Agreement

It's time to show your customers what only a travel agent can do

As travel professionals, you and your consultants have the skills and expertise to offer your customers a unique service. While you face increased competition from self-service online travel portals, they can't match the personal advice and efficiency that only an agency like yours can offer. So it's time to meet this challenge head on, by focusing on selling and developing customer relations rather than just making bookings!

The unique browser-based Amadeus Selling Platform is already deployed across 180.000 points of sale around the world. It's unique because – for the first time – third party content can be accessed instantly, and integrated seamlessly into your sales and booking process. Your agents can also access all air and non-air travel content via a single-screen interface. So that no matter what your agents are looking for, they can find and book it quickly, and switch between modules in seconds. And because all information needed is available instantly, your consultants can spend less time searching – and more time delivering a truly personal service that your customers can't get anywhere else. The kind of service that will keep them coming back. In short, Amadeus Selling Platform gives you back your competitive edge.

Why Amadeus Selling Platform?

- For travel professionals to maximise each sale in less time, every time.
- Fast integrated single screen access to all travel content – great for growing high revenue non-air sales
- Built-in efficiency tools and integration with third party applications and content for faster sales
- Intuitive workflow for great customer service and increased customer loyalty
- Quick and easy implementation and automatic upgrades – minimum disruption to business

Maximise the value of each customer and every sale

Every time a customer approaches your agency for a flight, you have an opportunity to sell them everything they need for that trip – from hotels, car hire, and travel insurance to a host of special extras like limousine transfers and other destination services. But if your consultants have to switch between different GDS and booking systems, contact different suppliers and pull together disparate information, it takes time. And if your customer doesn't have time to wait, you've lost the sale. With Amadeus Selling Platform it can all be done instantly. Clear and simple tabs take users from one module to another, including niche content like cruise or ferry sailings. Rich hotel information, with photos and mapping features, is just a click away.

I would say for us, hotel bookings are about ten times faster when we're working with Amadeus Selling Platform. Juan Alvarez, Alvarez Voyages, Switzerland



Amadeus selling platform (vista) now you can sell the world

Amadeus Selling Platform's open technology

You can customise your Amadeus Selling Platform to integrate third party content, like add-on services, into the Selling Platform interface; and right through the sales process to your back office and accounting systems. This immediate access to both GDS and third party content lets sales be completed fast – there and then. No waiting, no fuss. Just fast, excellent service.

Amadeus Selling Platform is the faster way to work. It puts more information onto the screen and everything is integrated, which makes life a lot easier for our agents. Babacar Mbaye, Deputy Manager, Senegal Tours, Senegal

You can auto-highlight preferred suppliers for easy identification of high-commission and high-revenue content. All of which helps you generate more sales and revenue.

Amadeus Selling Platform's open technology – how it works:

Imagine you have an in-house or third party web tool to book specialised accommodation. One of your key corporate clients has asked one of your consultants to book them into a small hotel near their remote office. With your current system, your consultants have to move out of the front office system and into the third party web tool, enter the search data, make the booking, and print out confirmations. Then, they have to reverse this process to get back into their front office system and complete the itinerary. Plus, they have to re-enter this data into your back office or accounting system.

With Amadeus Selling Platform however, everything is much smoother. The third party web tool is integrated straight into Amadeus Selling Platform and all data and search details are automatically shared between the Amadeus PNR and your own accounting and back office systems. In short, Amadeus Selling Platform's open technology means hassle-free sales from front to back office.

Amadeus signs two new customers and becomes number one e-commerce technology partner to airlines in the Greater China region for international sales

Amadeus has announced the signing of agreements with China Eastern Airlines and China Airlines to power their international websites with Amadeus e-commerce solutions. Implementations for both airlines are expected to be completed in August 2006.



In addition to existing e-commerce customers such as Cathay Pacific, Dragonair and EVA Air, these two new carriers make Amadeus become the number one provider of e-commerce solutions to airlines in the Greater China region for international sales.

China Eastern Airlines will benefit from a fully hosted and flexible e-commerce solution that includes a booking engine, website design, development and hosting. The airline selected Amadeus e-Retail Solution, available in 23 languages, specifically to grow non-domestic revenue from Europe, which includes its London, Paris, Frankfurt and Moscow routes. The solution will initially support two languages (English and Chinese), with plans to extend the number of languages in the coming months.

Similarly, China Airlines has opted for the Amadeus e-Retail Engine solution to generate increased online sales from Taiwan and the North American markets, particularly complex itineraries involving multiple sectors and interline bookings.

The three-year deals will ensure each airline to be able to provide a high quality online customer experience, which will significantly increase profitability. Both airlines also plan to implement the Amadeus e-Merchandise solution within a few months to offer full shopping capabilities with transparency of fares and availability to travellers as well as the ability to up-sell additional services to them.

Iran, Venezuela launch 3 flights in a week



TEHRAN, July 31 (MNA) – Three flights in a week have been put on schedule between Iran and Venezuela, Reza Jafarzadeh the Public Relations Officer at the Civil Aviation Organization (CAO) said here on Monday.

An agreement on the establishment of air transportation between Iran and the Bolivarian Republic of Venezuela was inked by Rezaii Niaraki, the acting director of the CAO and his Venezuelan counterpart, Jafarzadeh said.

The flight routes are allowed to start from any point and African countries have been considered as linking points in flight operations, Fars News Agency quoted Jafarzadeh as saying.

Iran's CAO and the Venezuelan national aviation company are supposed to hold commercial negotiations regarding the establishment of the said flights, he added.

Source: Mehr News Agency.
(<http://www.mehrnews.com>)

Caspian Airlines signs Amadeus Participating Carrier Agreement

Caspian Airlines has signed the Participating Carrier Agreement with Amadeus. The inventory of this international carrier will now be available on the Amadeus System in 198 countries.

This participation would enable Caspian Airlines' availability information, timetables and itineraries to be accessible and bookable at more than 200,000 agency terminals worldwide. To be able to access and book Caspian Airlines via the Amadeus system will save them time and telecommunication costs.

"Amadeus Iran has always wanted to be able to provide the latest in technology to all providers in the country. What's more, this helps Iran promote itself on the world tourism map", said Hossein Razavi, Amadeus Iran's GM.

هواپیمایی کاسپین
CASPIAN AIR LINES



Caspian Airlines was established in 1992 in Tehran, Iran, by leading Iranian aviation specialists and entrepreneurs. In 2005, "Caspian" became a member of the International Air Transport Association IATA.

Today, Caspian Airlines operates in more than 50 regular and numerous charter flights per week from Tehran to other cities of Iran, along with several scheduled international flights to Hungary, UAE, Syria, Ukraine, Armenia and Belarus. For more information about the Caspian Airlines, you may visit <http://www.caspian-air.com>

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