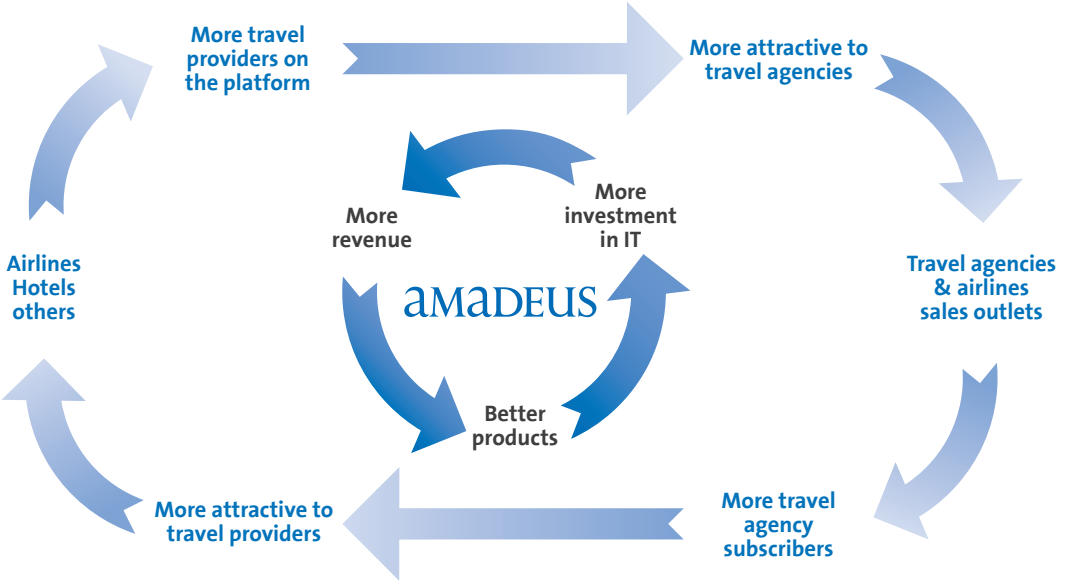
More travel providers on the platform
More attractive to travel agencies
Travel agencies & airlines sales outlets
More travel agency subscribers
More attractive to travel providers
Airlines Hotels others
More revenue
More investment in IT
Better products
amadeus