

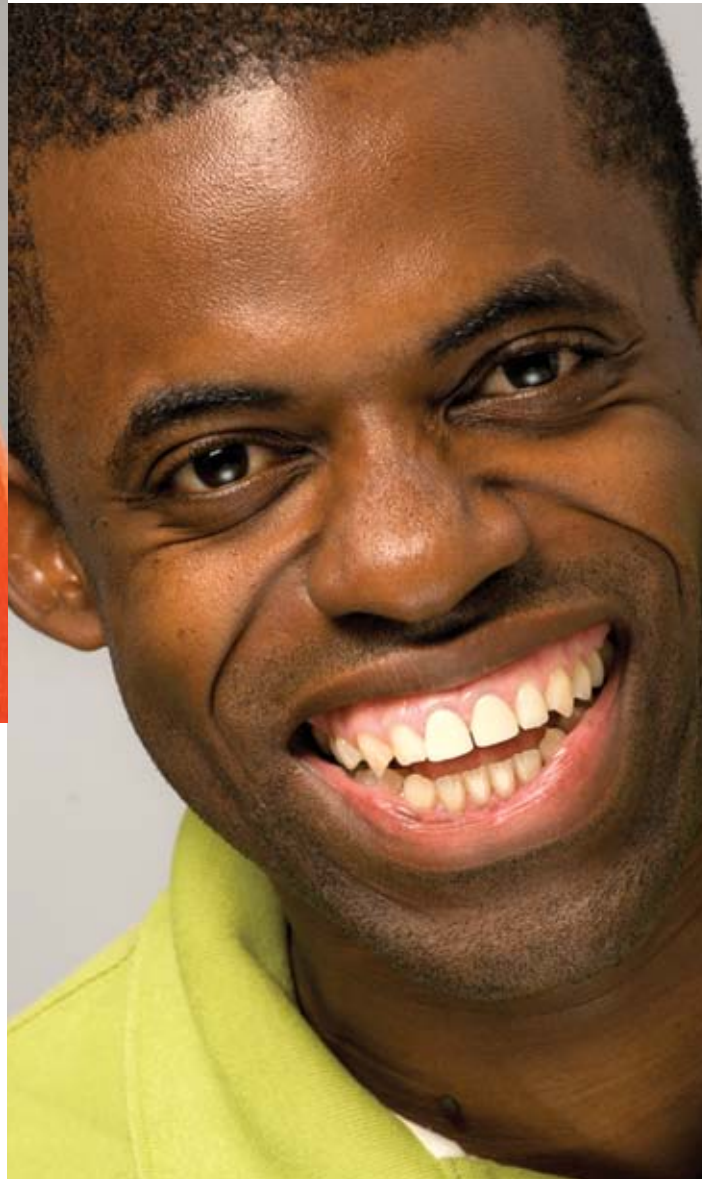


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**Amadeus  
in the travel  
industry**



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## Amadeus in the travel industry



Photo by Carolina de Caso

Collaboration among industry stakeholders is crucial for the sustainability of the global travel and tourism sectors. Amadeus engages constructively with industry stakeholders to agree upon principles and ambitions for sustainability. The global position of Amadeus obliges us to take a leading role in shaping the future of the industry. We fundamentally believe that the stakeholders across the travel industry, whether airlines, railways, travel agencies, or travel buyers, need to come together to agree on a common industry agenda for sustainability that builds on principles of transparency, fair competition, and respect for the environment in which we operate. We remain firmly committed to working with our industry partners to achieve this.

Amadeus created its Industry Affairs unit in 2011, consolidating how Amadeus works with industry stakeholders globally.

At Amadeus, we collaborate constructively across teams engaging in industry initiatives in order to achieve the above mentioned goals. Amongst others, these initiatives are related to:

- › **Regulatory** aspects of our business in which we provide information, knowledge or advice to the regulator to improve legislation;
- › Relevant **industry developments**, such as the current initiative to enable a European intermodal transport environment;
- › **Consumer protection**, for example to safeguard the right to fare information or data privacy.

The graphic on the next page illustrates our approach to industry relations:

- › The **contribution** Amadeus makes to shaping the future of travel by working jointly with regulatory bodies and relevant industry stakeholders.
- › The **commitment** Amadeus has to making the travel and tourism industry more efficient and sustainable.
- › The truly **collaborative** approach we subscribe to in working together with industry partners to find good and sustainable solutions that take into account the needs and requirements of all industry stakeholders.

Amadeus works with relevant regulatory bodies such as the European Commission (EC) and the US Department of Transportation (DOT), as well as the main trade industry associations, academic institutions and consumer organisations. Our closest partners are ETTSA (European Technology and Travel Services Association) and TTA (The Travel Technology Association, formerly ITSA), of which Amadeus is a founding member. We have an allied membership of ECTAA (European Travel Agencies' and Tour Operators' Association), and also work very closely with ASTA (American Society of Travel Agents), and its global organisation WTAAA (World Travel Agents Association Alliance). Through the TTA we are also indirectly members of Open Allies for Airfare Transparency. In Asia, we are a long-standing member of PATA (The Pacific Asia Travel Association).

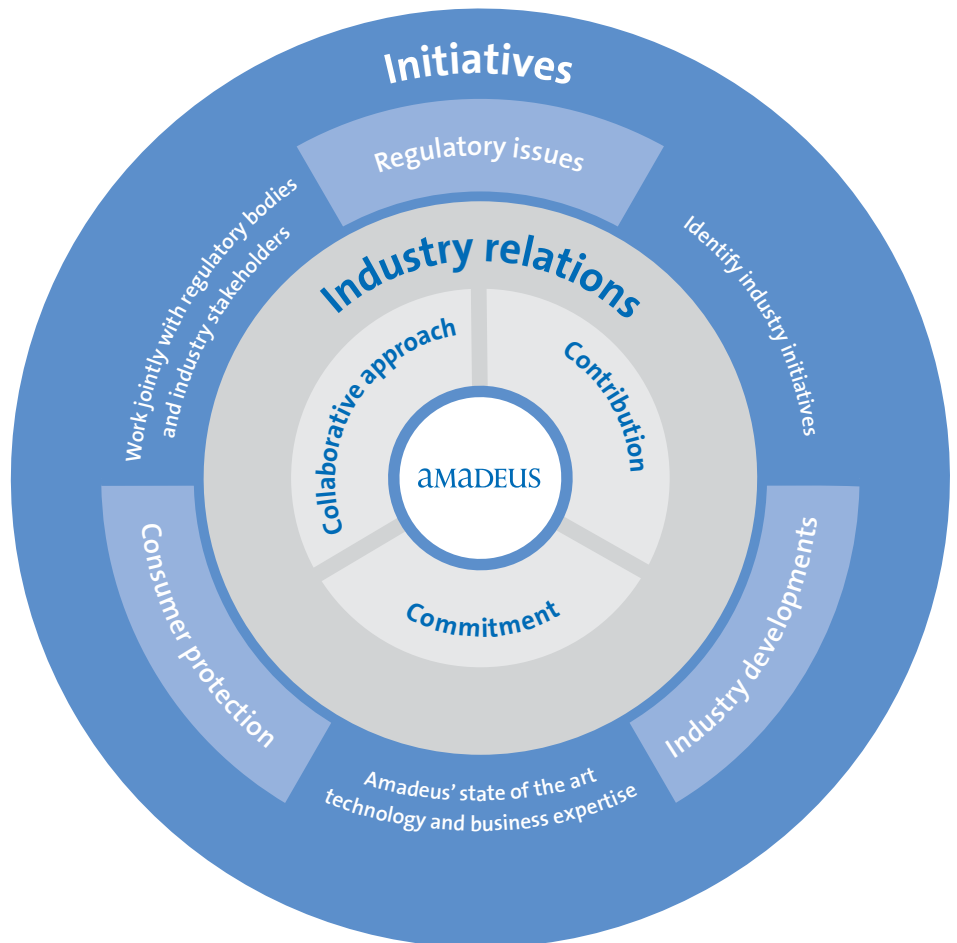
Amadeus is a strategic partner of IATA (International Air Transport Association), and we support the efforts of ICAO (International Civil Aviation Organisation) in establishing standards for measuring carbon emissions in the airline industry. We work constructively with IATA and Airlines for America to convince the airline

community that a common industry agenda should be developed to ensure the sustainable growth of the airline industry, whilst ensuring that changes and initiatives are not disruptive, but also ensuring that the requirements of all industry stakeholders are taken into consideration.

Additionally, we are a global partner of UNICEF (United Nations Children's Fund, please see separate section), and an affiliate member of UNWTO (United Nations World Tourism Organisation).

Amadeus entered the Dow Jones Sustainability Index (DJSI) in 2012, and we report in accordance with the Global Reporting Initiative (GRI) standards.

**Our role in shaping the future of travel - efficiency and sustainability**



## Industry reports and white papers

Being on the front-line of one of the world's largest business sectors means that we are always striving to be at the forefront of thought leadership initiatives. As part of our commitment to innovation, a number of reports on market trends and predictions for the future of the travel industry were published in 2012, many of which generated debate in international media. Our research papers are available for download from the Amadeus website:

<http://www.amadeus.com/blog/24/12/our-best-thought-leadership-reports-2012-a-year-in-review/>



***From chaos to collaboration:  
How transformative technologies  
will herald a new era in travel***

Our biggest report of the year explores future travel trends, both in terms of how people travel, and how travel providers work together with travellers.

The advent of mass travel and tourism came along with the pain of delays, lost luggage and increasing queues that many travellers confront. The future of travel is likely to be shaped by technological innovations which reduce stress, uncertainty and chaos.

This study outlines how transformative technologies and evolving social values and trends will combine to establish a new era of collaborative travel over the next decade and beyond. *From chaos to collaboration* claims that increased partnership across the travel industry will in turn provide much richer, deeper and more personal travel experiences at the same time.

If you want to know more about the future of collaborative travel and tourism, travel technologies, and what they will entail for travel providers, download the free report from the Amadeus website.



***Open for business:  
The value of open source software  
in transaction processing***

In this groundbreaking report sponsored by Amadeus, renowned Professor Jim Norton explores what the transition to open source systems means for business customers, IT providers and end consumers.

Open source software has been around for the last couple of decades and its presence is now being felt across many sectors. Today open systems are making significant inroads into enterprise and critical computing systems.

The benefits to business customers are diverse and include greater and swifter innovation, increased responsiveness, enhanced systems accessibility and support. Likewise, there are advantages to the IT provider that also have a trickle down benefit for customers: lower total cost of ownership, the ability to attract

highly skilled and talented staff, quicker access to new technology developments, and access to a global community for quick problem resolution.

*Open for business* supports the move to open systems in the travel industry in order to unlock innovation, respond faster to industry and consumer change and reduce costs. The report outlines how open systems release the industry from its dependence on proprietary software and provide travel companies with greater competitive advantage.

The shift to open systems, despite the significant advantages, does not come without difficulty. The paper provides lessons from those that have done it before which may help to reduce the challenges of transition.

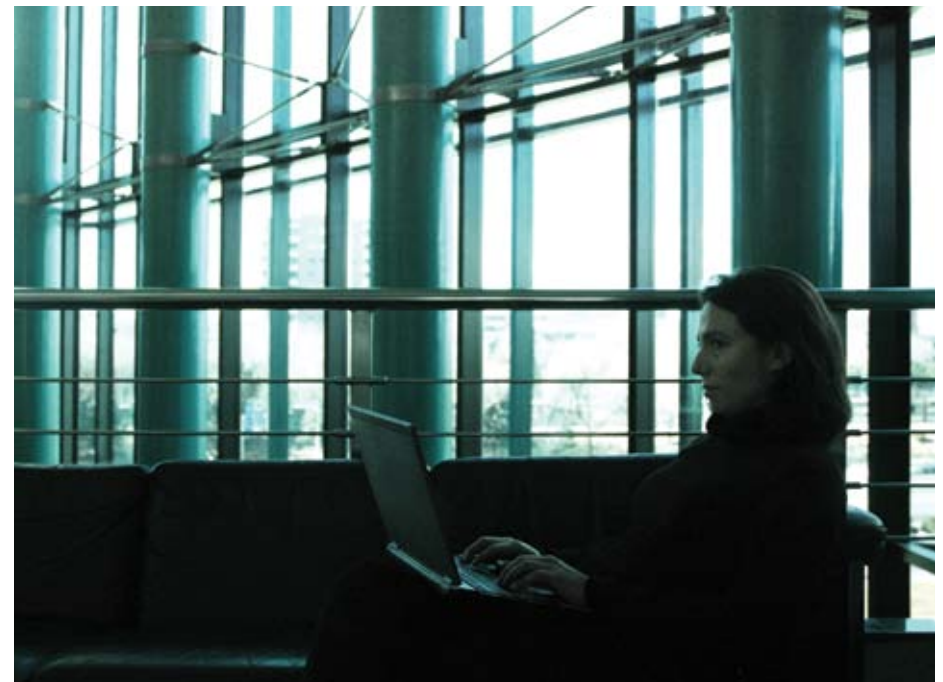


Photo by Employee & Brand Engagement team



**Back on track:  
Supporting the development  
of a 21st century rail network**

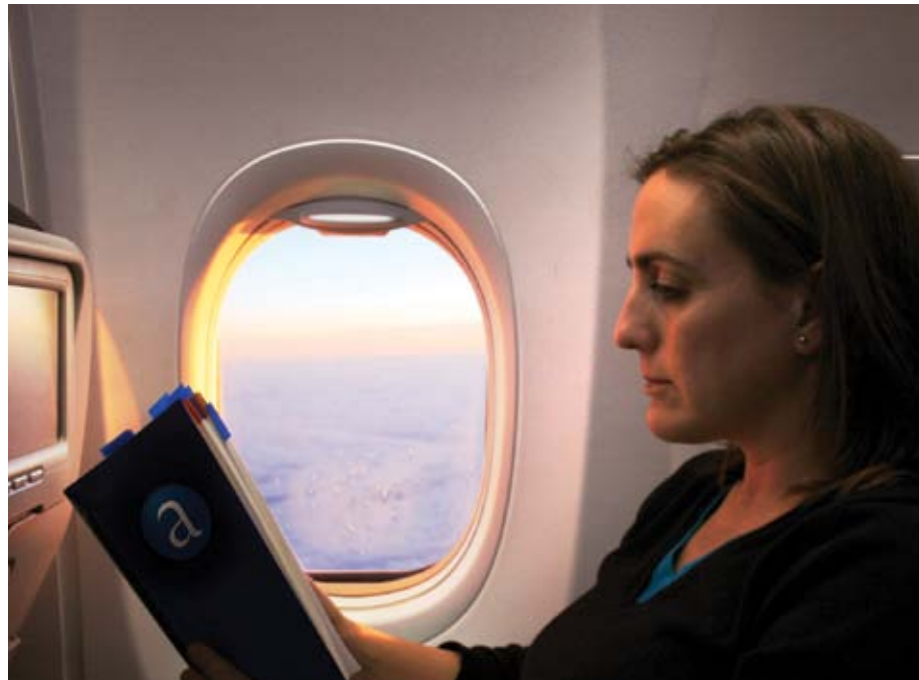


Photo by Carolina de Caso

Authored by Professor James Woudhuysen, this report claims that outsourcing would help the rail industry to drive growth and expansion in order to meet the multiple challenges of increasing passenger numbers, financial pressures and customer expectations. This paper argues that the adoption of next generation IT Solutions –similar to those used by airlines– by the rail industry can raise productivity, cut costs, and improve the customer experience.

Back on track explains how outsourcing can support the rail industry's drive for modernisation, so that the objectives laid out in the European Community whitepaper *Roadmap to a single European transport network* can be achieved.



***Empowering inspiration:  
The future of travel search***

This study on how consumers will search for travel in the future reveals travellers' pain points and future motivations when planning and booking for travel online regarding destination selection, shopping and booking processes.

This research was conducted to understand the behaviours of a representative sample of trend-setting leisure travellers in six different countries –the United States, the United Kingdom, Germany, India, Russia and Brazil– and to uncover cross-market comparisons of how people shop for travel online.

Empowering inspiration shows that using advanced destination selection and content customisation tools to attract and inspire consumers earlier in the travel planning process is key to gaining a competitive edge in the months and years ahead.



***Reinventing the airport ecosystem:  
Mapping strategic direction  
for the next 20 years***

Based on input from futurist researchers, industry experts and airport stakeholders, this report evaluates all aspects of the future airport landscape. This industry study calls for a fundamental rethink of the airport ecosystem, identifying consumer frustrations with today's airport experience, and mapping how airports will reinvent themselves up to 2025, with new operating models, driving revenues beyond traditional aviation income.