

# Bulletin

Philippine Mosaic

## Philippine travel industry firsts

By Albert Villadolid | General Manager | Amadeus Philippines

First of all, congratulations to the Philippine Travel Agency Association (PTAA) for holding the first Travel Technology Mart, envisioned as a one stop shop showcasing modern day business technology for all travel businesses! This event highlights the critical and enabling roles played by travel technology partners of the travel and tourism industry.

Similarly, congratulations also to the newly inducted Philippine IATA Agents Travel Association (PIATA) officers who were recently elected using the Amadeus Automated Election System. This system fully automated what was once a very manual election activity, and in the process, PIATA made history as the first national travel association in the Philippines to hold a fully automated election powered by a GDS.

It is an honor that Amadeus is actually actively involved in these two associations' industry-first initiatives. It demonstrates our firm's commitment to the industry, and shows that we are indeed the travel technology partner of choice of many of the key industry players.

This choice is fueled by our consistent investments in industry research and development that far exceed all our competitors' investments in these areas, and it is precisely this reason why we are able to provide travel technologies that make the

difference for our partners.

Allow me to enumerate some of the Philippine-travel industry first solutions that Amadeus had recently developed:

Amadeus BSP Reconciliation Application (ABRA) - an automated tool designed to aid IATA agents to check and compare their agency's records with that of BSP billing.

Amadeus SMS Solution - allows PNR information and marketing advisories to be sent from the Amadeus Selling Platform directly to agency customers' mobile phones. It is fully GDS-integrated, and comes with an impressive reporting tool.

Amadeus One Click - a quick-response risk management solution that enables passenger tracking on-line

Amadeus PrintMyTrip - a medium that agencies can use to facilitate promotion of their brand through personalized itinerary and e-ticket print-outs. It also allows agencies to pursue advertising revenue models.

These are just some of the plethora of Philippine industry-first solutions, applications and tools that Amadeus have developed, and combined with our other pioneering initiatives like the Global Business Travel Association (GBTA), Corporate Travel Expert (CTE), Amadeus Corporate University (ACU), and the Marine Travel Professional (MTP) Industry Certification Course offerings, which are enabling our



customers and industry partners like you to continue to succeed.

Make sure you are not missing out on these solutions or left behind by these industry innovations. After all, the call of the time is clear: We need to move from industry survival mentality to one of growth and prosperity. This can only happen if we cooperate with one another, innovate together, and forge and shape our prosperous future together.

Here's to a Brighter, Bolder, and Better Partnership!

*Albert T. Villadolid is the General Manager of Amadeus Philippines. Amadeus is the chosen technology partner for providers, sellers, and buyers of travel, serving more than 500 airlines, 90,000 travel agencies and more than 27,170 airline sales offices in 217 markets worldwide. He can be reached at [albert.villadolid@amadeus.com](mailto:albert.villadolid@amadeus.com).*



### Amadeus discusses benefits of going online

Amadeus recently held a one-day seminar on the strengths and weaknesses of e-commerce.

Travel agents who attended the event gained a better understanding of the online business and how it affects their relationship with their merchants and customers.

Amadeus resource persons along with e-commerce advocate Andrian Lee during

the seminar emphasized that with constant evolution of technology, travel agencies need to understand and acquire tools and applications that can benefit their business operations.

Amadeus believes that its e-commerce solutions can lead to increased income opportunities for travel agencies while at the same time providing benefits to travelers that go online.

## 2 more schools join ACU



Two more educational institutions are integrating the Amadeus training modules in their curriculum.

The Canadian Tourism and Hospitality Institute signed an agreement with Amadeus Philippines that paved the way for the integration of its highly popular e-Learning program including the Amadeus Reservations Essentials and Hotels modules.

Meanwhile, La Consolacion College the first travel and tourism school in Bacolod that will offer the Amadeus e-Learning program. The college will also serve as a venue for conducting Amadeus training that will cater to travel professionals in nearby provinces.

Over the past two years, the Amadeus Corporate University has partnered with over 25 leading travel and tourism educational institutions to provide a wide range of e-learning courses to help students prepare for the intricacies of the travel and tourism industry.

## Amadeus offers first ticket reconciliation application in the country

Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry announces today the first ticketing reconciliation tool in the Philippines, Amadeus BSP Reconciliation Application (ABRA), that guarantees increased productivity to close to 200 of the country's IATA ticketing agents.

Amadeus Philippines has closely worked with select IATA ticketing agencies to identify their critical needs and requirements. Research shows travel agencies are required to settle airline disputes with BSP within 3 working days, a task that entails tedious manual processing. Today with the launch of ABRA, IATA travel agents will be able to settle accounting for airline tickets in only a few minutes, permitting them to focus

on other activities that will help boost their revenues and increase their productivity.

Adoption of this automated facility by Amadeus-enabled agents will provide a means to conduct an automated check and comparison between BSP billing and agency records.

Amadeus Philippines general manager Albert Villadolid said "We are delighted to roll out another of our Philippine travel industry-first applications that provides automated reconciliation of agency and IATA BSP records. Developed to complement our Amadeus Harmony mid and back-office solution, ABRA may also run as a stand-alone application. We guarantee that IATA agencies will gain significant productivity and efficiency on their fortnightly BSP reconciliation activities."

## Amadeus tells airlines and airport operators to improve on technology

For tourist arrivals to increase, Amadeus is advising airlines and airport operators to adopt and implement emerging technologies that will improve the experience of travelers' right at the airports.

In the report dubbed "Navigating the Airport of Tomorrow," Amadeus outlined the changing attitudes of travelers and charts the technologies that over the next 10 years will attempt to solve passenger frustrations.

"We see a bright future for those players that are willing to collaborate in order to overcome the challenges presented by airport operations. Our priority is to help deliver a better experience for the passenger by providing solutions that underpin how airlines and airports better relate to their customers," Amadeus vice president for airline IT Julia Sattel said.

The report revealed that passengers are still suffering significant problems regularly at the airport including checking-in, collecting and dropping off baggage and

passing through security checks.

In the study, 43 percent of travelers ranked disruption management as the single most important area where they would like to see an improvement. Innovations and improvements in baggage handling are important to 34 percent of travelers, and a similar percentage identifying delays when checking-in, depositing or picking up baggage.

Close to 40 percent of travelers want to adopt services that delivered real-time information to their mobile devices including flight and baggage status and directions at the airport. Another 33 percent of respondents want greater self-service options including the ability to purchase additional services at airport kiosks and self-tagging options for luggage.

If travelers are made to queue for longer than 30 minutes in order to check-in, their perception of the airline swings negatively by 10 percent.

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