

Travel Agents

Make sure you know exactly what's going on in hotels.
Use Amadeus Hotels to increase your margins and
serve your customers better.

visit www.hotels-promo.amadeus.com

Open the door
& see **MORE...**



October 2005

What's really going on in the best hotels?

There's a lot more to selling hotels than meets the eye. And the best way to get the full picture is to use Amadeus. You're already there! Just open the door to one of the biggest, fastest and most diverse sources of hotel content in the world.

Ultimate content

Did you know that Amadeus gives you instant access to around 56,000 hotels? That now includes 1,600 independent properties and some 240 chains in 186 markets. Choose from the world's top city destinations as well as castles and manors, romantic hideaways and renowned gastronomic hotels and inns. And if we still haven't got the specific hotel you want, we will **GO GET IT** and incorporate it on Amadeus for you. You can search for the right hotel on the basis of up to 60 amenities, 5 different room types and 12 rate types, with filters, preferences and profiles available to ensure you meet your customers' requirements more accurately.

You're more likely to find a hotel room on Amadeus than anywhere else.*

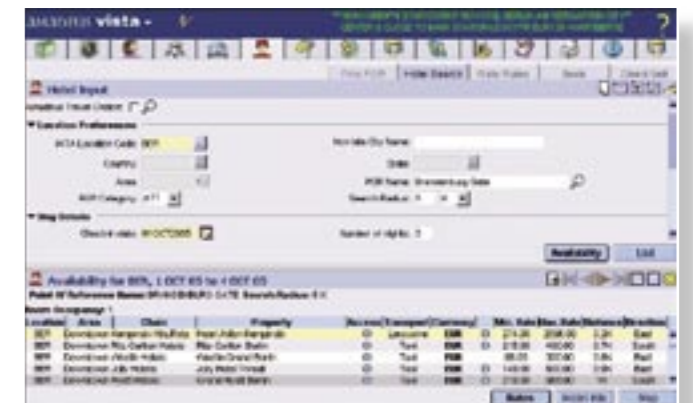
On room availability Amadeus beats its nearest online competitors by between 20% and 30%. In fact, your chance of finding a room on Amadeus is as good as if you were at the hotel itself. The same study shows that hotel availability on Amadeus is equalled only by talking directly to the hotel, and you are MORE likely to find a room on Amadeus than on the hotel chain website.

No nonsense rooms & rates

Unlike typical content aggregators, we do not restrict your choice to a pre-negotiated allocation. You get full visibility of ALL the rooms and rates that are really available, as if you were at the front desk yourself. Plus, it means you can compare corporate rates, your own negotiated rates and all public rates, in real time, on a single display

Despite popular opinion, the best rates are not always to be found online or by calling the hotel directly. A recent study* showed that:

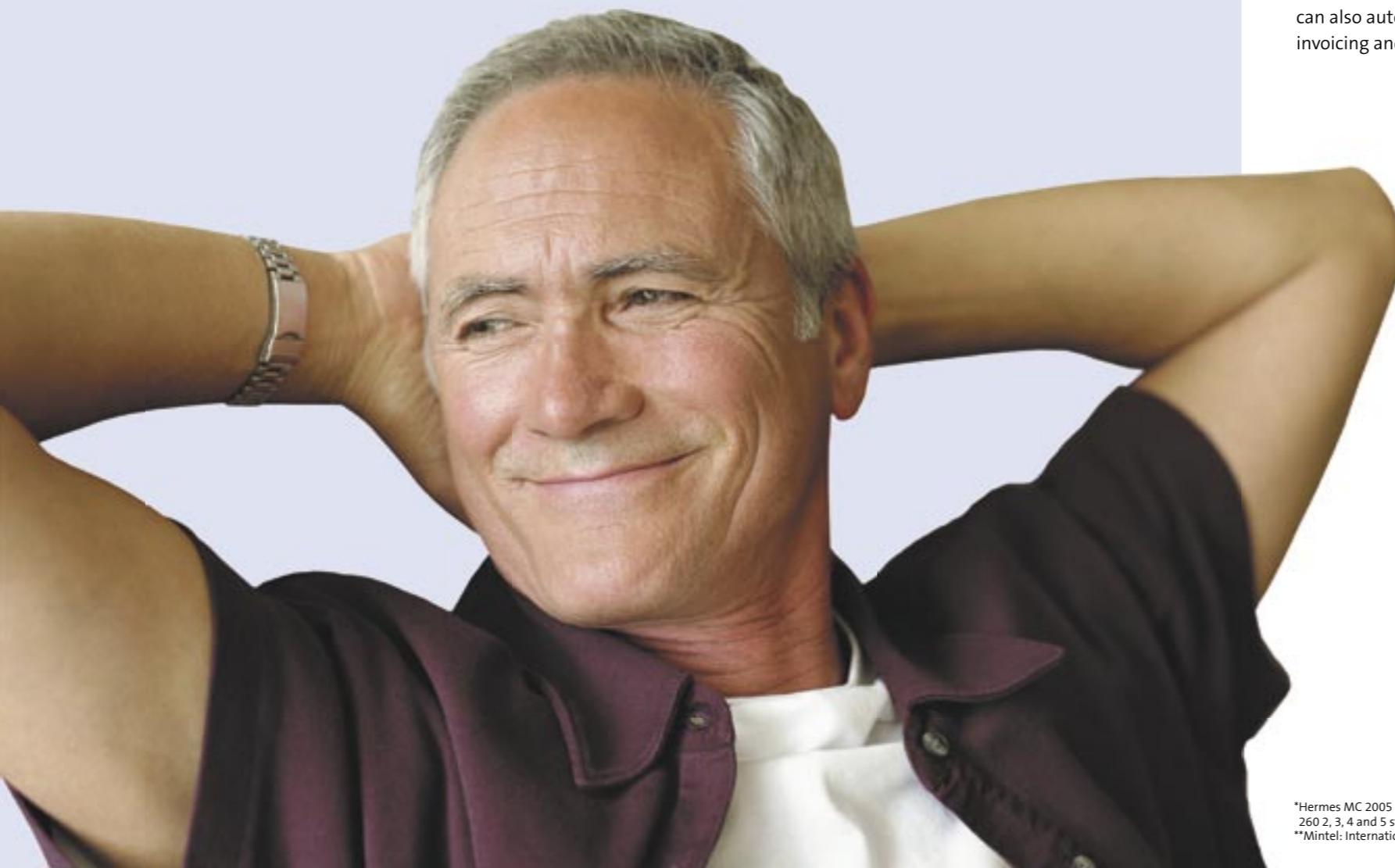
- > 92% of the time, Amadeus had better rates than those to be found by calling the hotel directly
- > 62% of the time, Amadeus had better rates than its nearest online competitor
- > Amadeus even beat hotel own-branded websites on rates 58% of the time



*Hermes MC 2005 Hotels Availability & Rates Survey. This study was conducted in collaboration with Amadeus and results are based on a total of 10,500 rates and availability searches across 260 2, 3, 4 and 5 star hotels in 13 cities. The study compared rate and availability information on Amadeus with that of Amadeus' nearest online competitors plus hotel-direct channels.

Great Service

With more choice, more rooms & rates and more availability, you can deliver a better service to your customers. Our system is flexible enough to make cancellations, modifications, special requests and extras easy to manage. Build one fully integrated itinerary and use the multimedia capability of Amadeus to access maps, directions, room photos and walk-throughs. Your customer can even check on their itinerary at any time through www.checkmytrip.com, for added peace of mind.

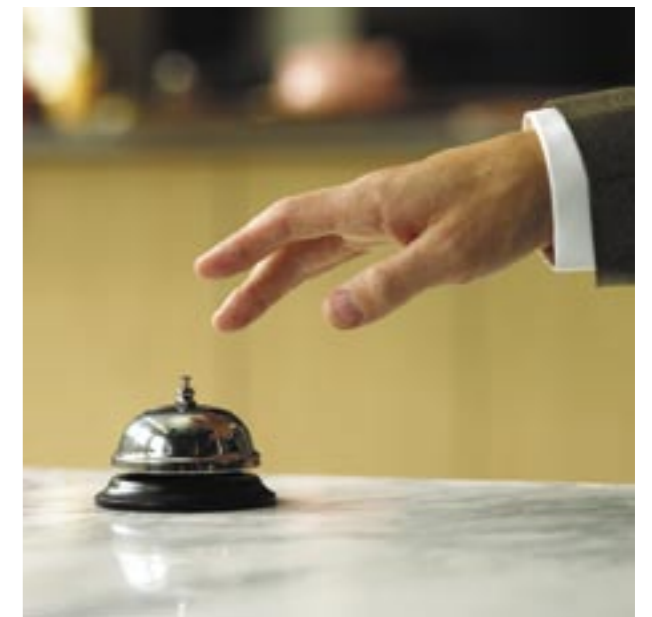


Do your customers need flexible hotel arrangements?

According to a recent study* Amadeus offers more flexible cancellation policies than any other electronic booking channel. Particularly important for business travellers 76% of available rates on Amadeus allow cancellation right up to 24hrs before check-in. This compares to just 20% on online wholesaler sites; 40% on online 'merchant' sites and 52% on hotel own-branded websites.

More Revenue

Hotel bookings are still high commission and service fee earners, but only 18% of the 1.9** billion hotel check-ins made every year worldwide are booked through travel agents. Amadeus gives you the chance to pro-actively sell hotels to your customers, capitalising on this potential for increased revenue. What's more, Amadeus offers the only commission handling solution that acts on your behalf with all hotels, to speed up and simplify payment of commission. You can also automatically apply service fees and integrate them into invoicing and reporting processes.



NetTrans Active Commission

Thanks to Netrans, the commission solution which is particularly valuable for international bookings, some agents have grown by as much as 40% and reduced banking costs by up to 70%, in addition to receiving commissions in half the time.

- ▶ **increase commissions paid**
- ▶ **reduce commission payment time**
- ▶ **reduce your bank charges**
- ▶ **improve back-office integration**
- ▶ **improve revenue control with online reports**

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**Mintel: International travel industry, travel and tourism intelligence 2003.

Sell hotel rooms up to 60% faster on Amadeus

With Amadeus you can sell up to 60% faster (take the free training and be even quicker), and there's a wider choice of rooms & rates. You do the sums.

Research carried out in a number of key markets* indicates that Amadeus by far beats both phone and internet booking processes for speed



*Amadeus 2004-5 Study of Travel Agency business processes across markets. Extracts relating to hotel bookings. Germany: Dr. Fried and Partner (2005)¹. Czech & Slovak Republics: MAG Consulting (2005)². Latin America: Hermes (2004-5)³

¹Average time for simple and complex hotel bookings.

²Average time for simple and complex hotel bookings as part of a combined air/hotel itinerary. (Air bookings completed through Amadeus for all scenarios).

For more information visit: www.amadeus.com/showmethethevalue

The decision to book ground services through the GDS was taken because we realized that we saved significant processing time and in many cases we obtained better rates. Furthermore, we did not have the problem of waiting for confirmation and could reduce our response time to customers.

Valeria Castillo, Operations Supervisor
Turismo Pecom, Argentina

I would say for us hotel sales are about 10 times faster on Amadeus Vista.

Juan Alvarez
Alvarez Voyages, Switzerland

Key features include:

- > **All content available in real time, on one display**
As up-to-date and accurate as if you were actually at the hotel front desk
 - > **4 step hotel sale or booking**
Newly re-designed graphical interface with intuitive tab navigation makes the process quick and simple
- SHOP >> SELECT >> CHECK >> SELL**
- > **Speed Sell**
The fastest way to sell hotels, if you already know the hotel you want
 - > **Travel Choice**
Set your own automatic preference and customer profile settings to reflect specific requirements
 - > **Complete PNR integration**
Integrate hotel bookings in seconds with air, car and other services for complete trip itineraries. Enjoy additional benefits in your billing, accounting and other back office processes
 - > **NetTrans**
Hassle-free, fast and cost effective commission collection to optimize revenue, speed up payment and reduce bank charges
 - > **Automatic back office processes**
Full transparency, automatic reporting and integration of booking, modification and invoicing for improved cost control and efficiency
 - > **Service Fee Manager**
For automatic application and full transparency of service fees on bookings, searches and modifications
 - > **Easy to use**
It takes very little training to use Amadeus Hotels: even GDS novices can be up and running in under an hour



Take your FREE online training today

- > Learn how to sell faster & sell more profitably
- > Quick Look : 8 minute training
- > Masterclass: 45 minute training
- > Delivered FREE via the web at YOUR convenience

www.hotels-promo.amadeus.com