

Reach new customers & increase your sales.

Having a highly efficient train service from airport to city centre is one thing - having an effective distribution reach is another. Today, many international travellers still don't know how they will get to their final city destination until they arrive at the airport. This situation can now change thanks to Amadeus Airport Express. Amadeus Airport Express provides an 'up-front', multi-channel solution putting your express rail service right alongside airlines - on the same screen. That means increased visibility and that will mean increased sales and revenues.



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Worldwide reach from day one

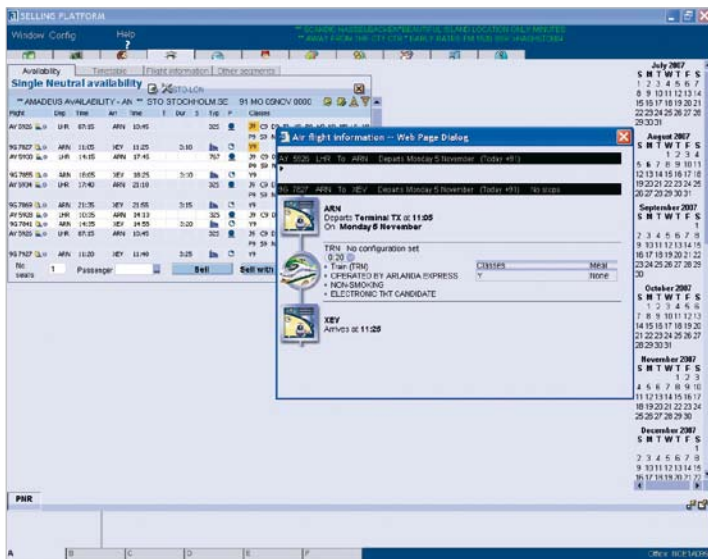
With a customer base of over 390,000+ points of sale worldwide and a presence in 217 countries, Amadeus Airport Express is at the fingertips of international travel sellers, opening up the world of high volume online travel agents, travel management companies as well as tour operators.

One single connection

You no longer need to link up directly with each of the many distribution channels. With our single connection you can reduce time, effort and costs. Our pioneering booking technology allows travellers to combine air and rail journeys providing a truly integrated city centre to city centre travel experience.

Valuable customers

You become visible to the most valuable customers: inbound corporate travellers who prefer to reserve their Airport Express ticket up front as part of their global trip. These customers are also those who expect to benefit from any extras and add-ons you can propose on location.

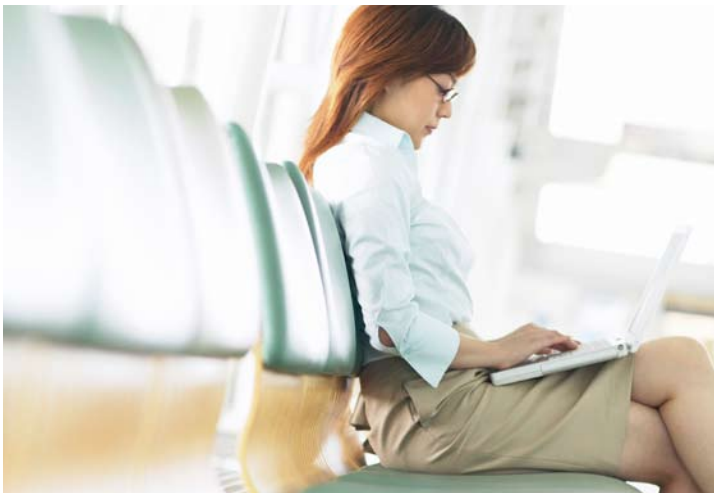


Arlanda Express' interest in the Amadeus Airport Express product is to attract new customers in co-operation with airlines and to develop a new distribution channel worldwide. Airport Express is easy to buy in combination with air services and reduces travellers' stress in arriving at an airport

Camilla Laaksonen
Marketing Director, Arlanda Express

Benefits at a glance

- › Build a new customer base by being present where airlines are being sold worldwide via the Amadeus Air neutral display.
- › Reduce your marketing budget and take advantage of global Amadeus sales and marketing as used by the international travel agency community.
- › Sell effectively to international corporate travellers, the 'high value' customer.
- › The point of sale can offer the customer an e-ticket thus reducing costs.
- › Your service can be booked in combination with any airline landing at, or departing from, the airport where you operate, opening the way to new and fruitful partnerships.
- › Your products are distributed to the entire Amadeus distribution network, increasing the chances of gaining new business and making that all important sale.
- › The implementation process is quick, easy and simple.



Be seen & be successful with Amadeus Airport Express.

Contact the Amadeus Rail team or visit our website.

E-mail: rail@amadeus.com

www.amadeus.com/railwaycompanies