

Unlock new opportunities

Travel Agencies

amADEUS
Your technology partner

**Let us SHOW YOU The Value of
Amadeus Hotels to your business**

amadeus
Your technology partner

What other travel professionals say:

“We work consciously on hotel bookings for our customers, and it has paid off. It takes no longer than 30 seconds to ask the question and book a hotel. Those seconds improve the profitability of that trip by up to 50 per cent.

We book nearly all our domestic hotels through the Amadeus system.”

Thomas Ivarsson - Ark Travel Gävle

What other travel professionals say:

“The decision of booking ground services through the Amadeus 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 the confirmation and could reduce our response time to customers“

Valeria Castillo, Operations Supervisor - Turismo Pecom (Argentina)

Today, it feels a bit like...

Too much time...

- spent looking at brochures or surfing on the Net for the right hotel or lowest room rate
- integrating back office information
- switching between different applications and retyping
- getting your commission

Not enough time...

- servicing high contribution customers
- selling!

Amadeus Hotel Reservation

It's all about

- **New revenue streams...**
- **Quick and easy, sell faster...**
- **Large choice of content...**
- **Looking for the best rates...**
- **Accurate and reliable data and reservations...**
- **Flexible bookings...**

New revenue streams...

- **Direct revenues**
 - Incentives
 - Service fees
- **Indirect revenues**
 - Efficiency gains

A small effort per employee gives great results!

New revenue streams...

Net Trans Active Commission provides a fast and efficient tool, at a low price, in order to increase the commission payment due

More money!

- Others have gained 40+%

Faster payment!

- In 90, not 180 days

At lower cost!

- Reduced internal cost of handling follow-up etc.
- E.g. 70% down on banking charges

Negotiating power!

- Detailed online, up-to-date reporting

Berg-Hansen case:

- 43% increased commissions
- \$ 70 000 reduced cost per year
- Vastly improved management data
- 15% improved year end result!

CWT case:

- 40+% increased commission
- Reduced cost in banking
- Commission data fully integrated in Back Office system

Quick and easy, sell faster...

Via the GDS

- Instant Confirmation
- High Yield
- Least number of keystrokes for hotel search & reservations
- Security to view negotiated, client and promotional rates
- Print-out of itinerary

Manual

- Time consuming (24 hour reply time)
- Low yield
- If the hotel is sold out, you have to start all over
- Contact your client again and again for alternative offers
- Lose out on other potential business

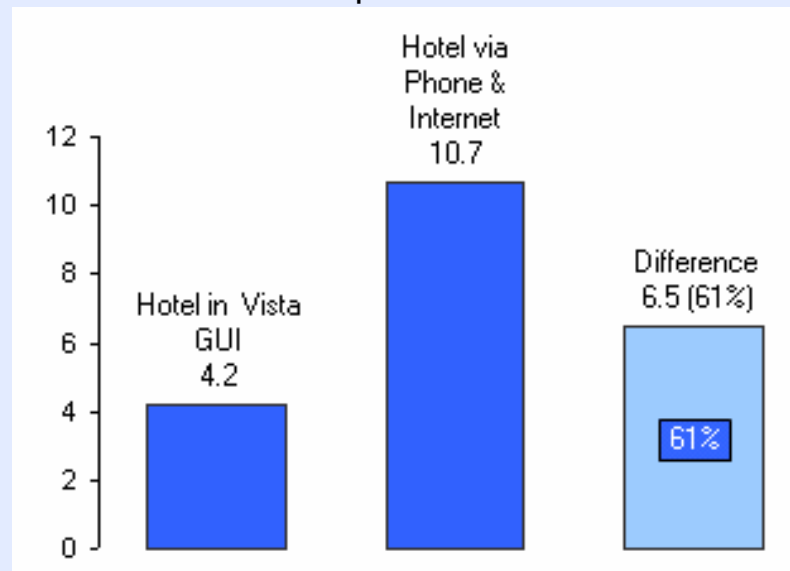
Quick and easy, sell faster...

Convert your phone bookings into Amadeus bookings!

- Booking a hotel via Amadeus is on average 61% faster than using the phone or fax
- This represents an average 6.5 minutes reduction in hotel booking time !

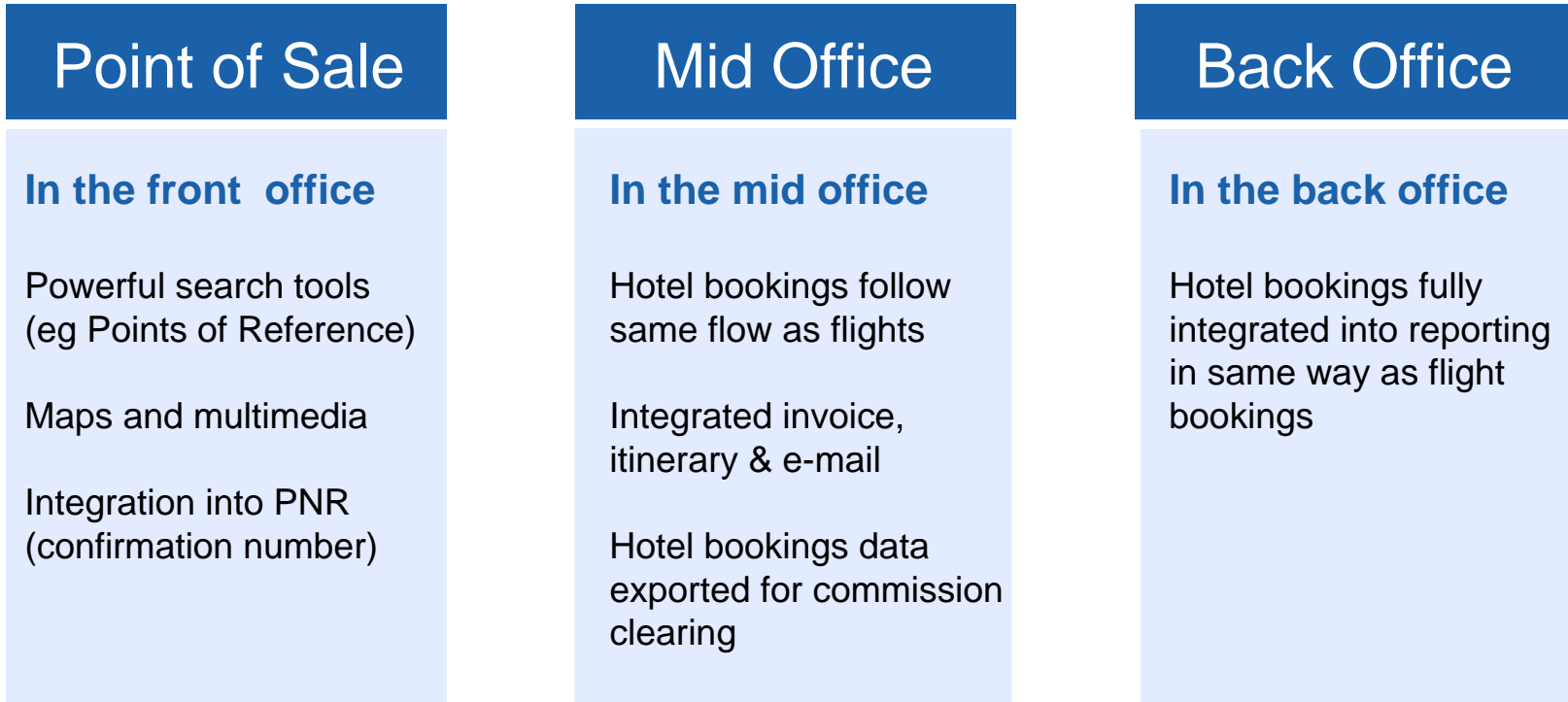
Moving 1,000 hotel bookings from phone to Amadeus Selling Platform can save the travel agency on average 110 hours = almost 14 man days !

Hotel in Selling Platform GUI versus phone and Internet



(Source: Hermes Research 2004, Latin America).

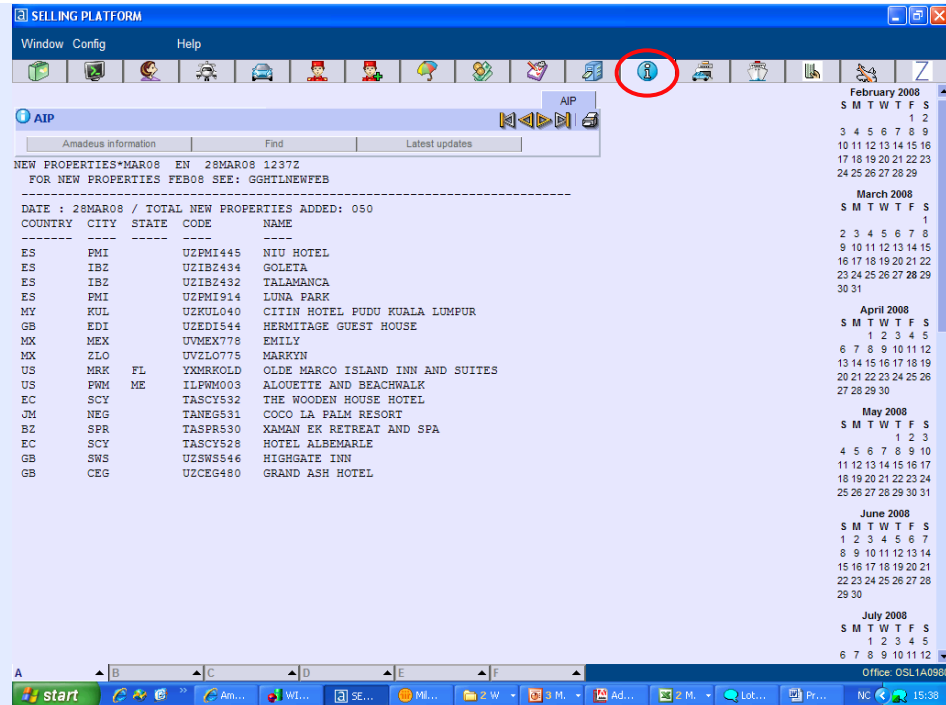
Quick and easy, sell faster...



Large choice of content...

- Additional content integrated in Amadeus and growing every day !
- GGHTL NEW – list of newest content loaded on Amadeus
- Do you book hotels that are not in Amadeus? We can help getting them available through Amadeus

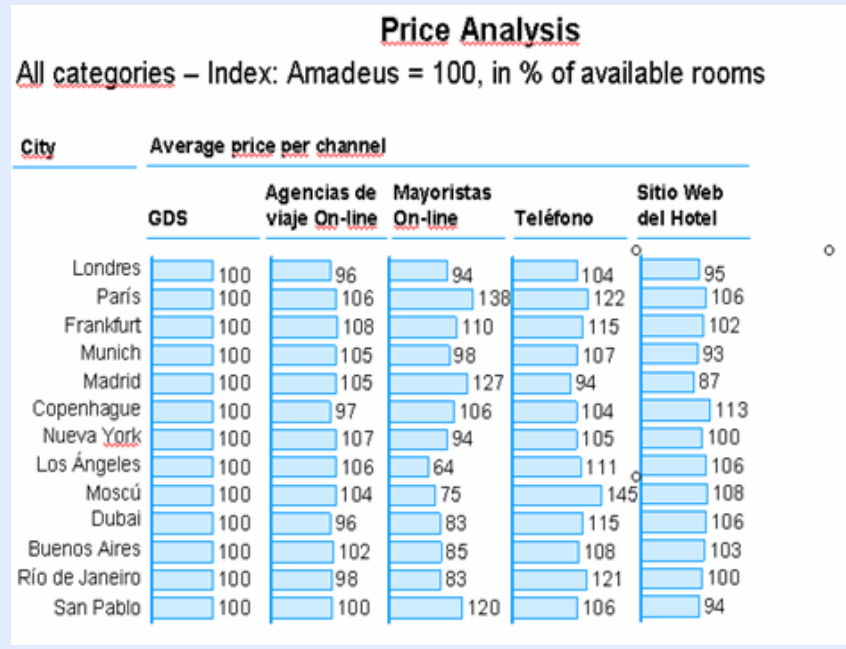
Your benefit :
meeting your demands with more content
and satisfying today's travellers' expectations



Looking for the best rates...

Despite popular opinion the best rates are not always to be found 'online' or by calling the hotel directly:

- **92% of times** Amadeus had better rates than those to be found by calling the hotel directly
- **62% of times** Amadeus had better rates than its nearest online 'merchant' competitor
- **38% of times** Amadeus had better rates than major online wholesalers
- Amadeus even beat hotel own-branded websites on rates **58% of times**



(Source: Hermes MC 2005 Hotels Availability & Rates Survey)

Looking for the best rates...

Amadeus Best Available Rate guarantee (B.A.R) program secures that the published rates loaded in Amadeus are on par with published rates available through other channels.

Look for the BAR indicator:

 in GUI

= in cryptic

116 hotel chains and more than 40000 properties participate in the B.A.R. program
(as per April 2008)

Accurate and reliable data and reservations...

- Dynamic Access provides **real time information** for more than 80% of properties in Amadeus
- 99% of the bookings are made for properties with Dynamic Access
- 100% reliable and up to date information on rates and availability, as well as accurate and reliable reservations

SELLING PLATFORM

Window Config Help

Hotel search Hotel rates Book

Hotel search

Availability for WAW PL, 22 APR 08 to 23 APR 08

Room occupancy: 1

Hotel	Chain	Access Level	BAR	Min. Rate	Max. Rate	Currency	Rate code(s)
Le Regina	Small Luxury Hotels	⊕	BEST	1392.38	12730.40	NOK	PRO
Hilton Warsaw And Convention Centre	Hilton Hotels	⊕	BEST	1273.04	3381.51	NOK	PRO
Intercontinental Warszawa	Intercontinental	⊕	BEST	1424.21	2060.73	NOK	PRO
Le Meridien Bristol Warsaw	Le Meridien	⊕		1503.77	2458.55	NOK	
Radisson Sas Centrum Hotel Warsaw	Radisson Hotels	⊕	BEST	1424.21	2020.95	NOK	
Sheraton Warsaw Hotel	Sheraton	⊕		1567.43	1965.25	NOK	
The Westin Warsaw	Westin Hotels	⊕		1567.43	1965.25	NOK	
Hyatt Regency Warsaw	Hyatt Hotels	⊕	BEST	1471.95	3659.99	NOK	WKD
Polonia Palace Hotel	Worldhotels	⊕	BEST	1670.86	4137.38	NOK	
Kyriad Prestige Varsovie	Envergure	⊕	BEST	871.29	871.29	NOK	
Campanile Varsovie	Envergure	⊕	BEST	641.39	641.39	NOK	
Courtyard Marriott Warsaw Arpt	Courtyard Hotels	⊕		Rates and availability direct from the hotel chain		NOK	
Babka Tower Suites	Synxis	⊕		676.30	1193.47	NOK	
Airport Hotel Okecie	Myfidelio.Net	⊕		1066.17	1320.77	NOK	

Hotel rates Hotel info Hotel map Area map

Status OK

PNR

Office: OSL1A0980

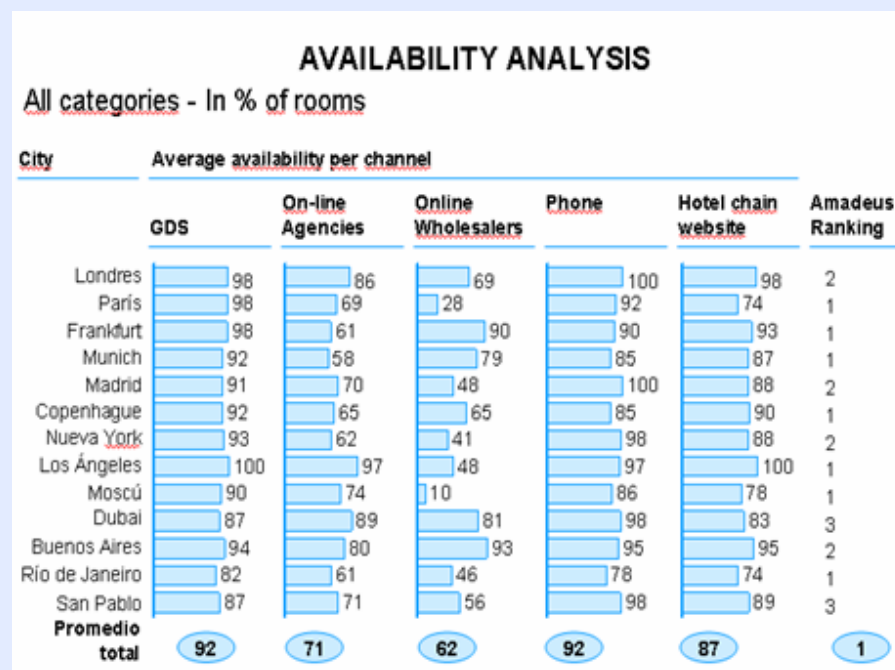
start

Office: OSL1A0980

11:47

Accurate and reliable data and reservations...

- On room availability Amadeus beats it's nearest online competitors by between 23% and 33% when looking at leading hotels in top city destinations.
- Availability shown on Amadeus was equaled only by phoning the hotel company directly.



(Source: Hermes MC 2005 Hotels availability & rates survey)

Flexible bookings...

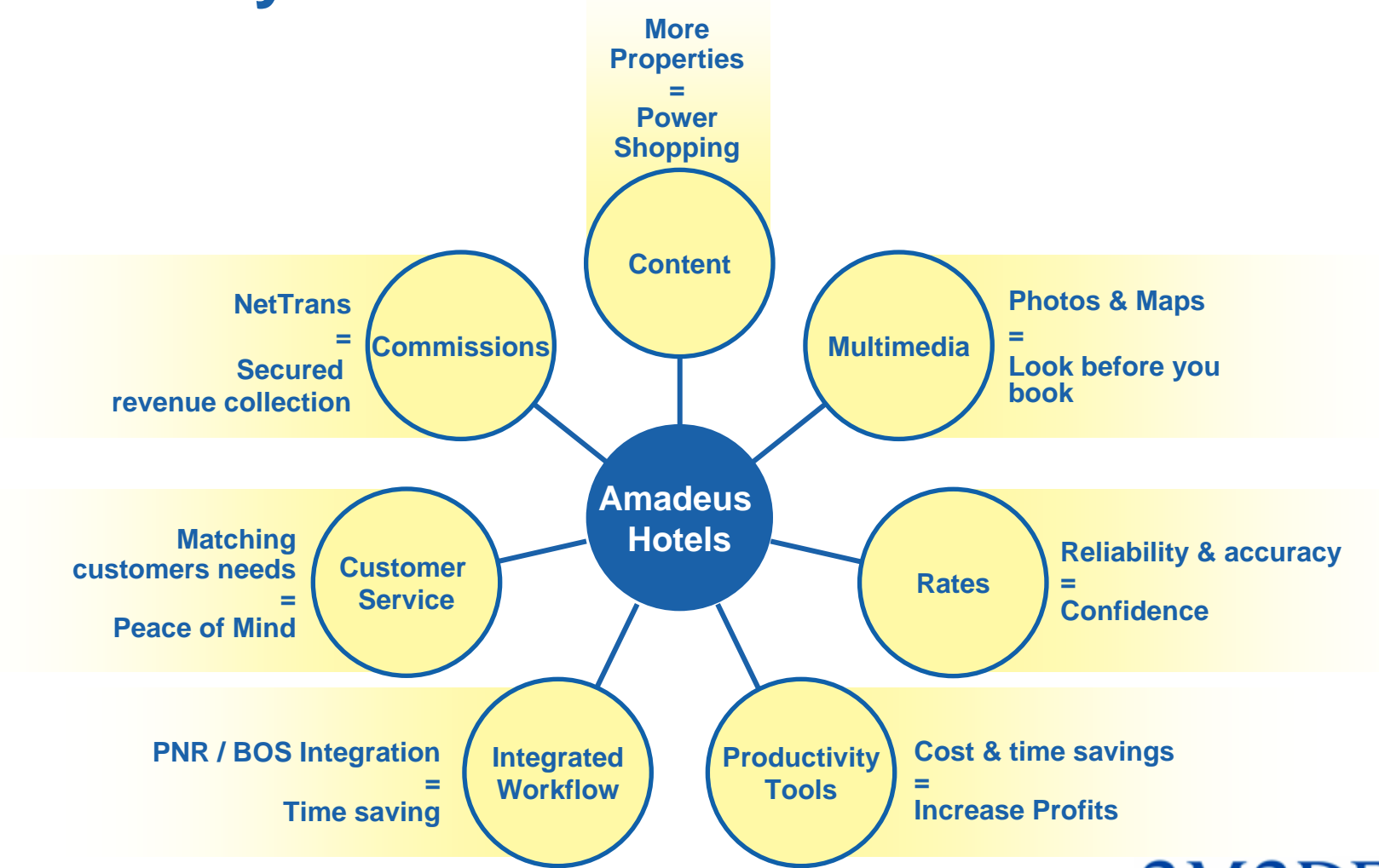
Amadeus offers more flexibility than other electronic booking channels when it comes to cancellation/ modification of hotel bookings - especially important for business travelers :

A recent study shows that on Amadeus :

76% of available rates allow cancellation right up to 24hrs before check-in, compared to just **20%** on online wholesaler sites 40% on online 'merchant' sites and **52%** on hotel own-branded websites.

(Source: Hermes MC 2005 Hotels Availability & rates Survey, on 1000 hotels in 20 cities across 5 continents)

Amadeus Hotel Reservation – matches your needs



amadeus
Your technology partner

Amadeus Hotel Reservation is **G R E A T**

Global coverage & content

Rate diversity & parity for over 40000 hotels

Extra revenue for travel consultants

Accurate & reliable reservations

Technology to enable quick and easy bookings

Amadeus Hotel Reservation:

- **designed to support your** business,
- **enabling you to increase** profitability
- and **build** customer loyalty !

Something important to remember

If something is not offered...

...it will not be sold!

Therefore....

...automate your offering.

Don't miss out on your revenue opportunities!

Amadeus Cross-selling and Quality Control Tool
will automatically remind you for hotel offering for overnight stays.

- *Increased revenues*
- *Increased customer service*

aMaDEUS

Your technology partner