

Amadeus

Activities & Entertainment

Travel Agencies

With Amadeus Activities & Entertainment, you can open up a whole world of new opportunities, for you and your customers.

By offering high quality, personalised destination content that's fast and easy to access from a single source, you can ensure that your customers get the most out of their journeys while you take full advantage of the fantastic business benefits that are on offer for you.



Activities and Entertainment offers access to travel guides and thousands of bookable products in more than 400 destinations.

Unrivalled destination content from one source

Amadeus Activities & Entertainment is the new destination content solution from Amadeus, offering a wide range of global content from the world's leading providers.

It features an expansive and exciting range of location-based content – with thousands of products in over 400 destinations to date – including local leisure, entertainment and transport services.

From airport transfers to adrenalin-fuelled adventure trips, the hottest theatre tickets to sightseeing tours and destination passes – Amadeus Activities & Entertainment has it all.

With new Amadeus Activities & Entertainment, you can create a total travel experience for your customers – while taking advantage of a whole host of business benefits for yourself, including enhanced customer perception, improved productivity and increased revenue and commissions.

Benefits at a glance

- > **Enhance your customers' perception of your business and improve customer loyalty** by offering a service that really adds value.
- > **Gain competitive edge by offering a greater range and depth of destination content** that will allow you to easily compete with online travel agents
- > **Increase your revenues and commissions** by offering a wide choice of travel services – all available from a single, trusted source, the Amadeus Selling Platform.
- > **Expect a higher rate of sales conversions** because of the exciting destination travel services you are now able to offer.
- > **Sell worldwide destination content more productively** through one interface to avoid time spent on calls or web searches.
- > **Take advantage of more efficient bookings** with a fast, easy and intuitive process.
- > **Collect commissions immediately** because you pay net of commission.
- > **Continue earning commissions on any additional bookings** made by your customer through links promoted within Checkmytrip or their e-mail confirmation.

amadeus
Your technology partner

With Amadeus Activities & Entertainment, you can create a total travel experience for your customers

Enhance customer perception

With Amadeus Activities & Entertainment, you can enhance customer perception and improve customer loyalty by offering a service that really adds value – and which is really valued.

Research shows that the majority of travelers say that destination activities and event information, including entertainment options, are important to them – and you'll have access to destination content which will enable you to easily compete with the destination content and services offered by the online travel agents.

By exploiting easy access to an expansive and exciting range of worldwide destination-based content, you can ensure that your customers get the most out of their journey while you take full advantage of enhanced customer perception and loyalty and word of mouth recommendations.

Increase your revenue and enjoy instant commissions

With Amadeus Activities & Entertainment, you can achieve more. You can ensure high levels of customer satisfaction while taking full advantage of a host of new revenue opportunities

Research shows that customers value the availability of high quality destination travel services, so you can expect a higher rate of sales conversions. You can increase your revenues and commissions by offering a huge range of travel services from a single source – with thousands of products in over 400 destinations to date.

What's more, you can collect commissions immediately on products ranging from high value to mid and baseline products, because you pay net of commission.

You even have the opportunity to continue to earn commissions after completing the booking, because any additional bookings made by the customer through links promoted within the Checkmytrip service or email.

Improve your productivity and your profitability

With Amadeus Activities & Entertainment, you can offer an impressive, but highly efficient, service. So you can improve your productivity – and profitability.

One connection gives you instant access through one interface to a wide range of global content from the world's leading providers, including local leisure, entertainment and transport services. So you can offer a complete service – with comprehensive content that is all accessed from a single source.

Amadeus Activities & Entertainment has been designed to deliver the highest possible productivity. It is fully integrated with the PNR for optimal personalisation and efficiency, providing relevant content in your display and seamless connection with your mid and back office systems. The booking process is quick and logical, and can be completed in just a few clicks!

You can sell worldwide destination content more productively and avoid time spent on calls, searching on the internet and investigating different options with different providers – achieving maximum benefits for minimum effort.



To find out more about how your business can benefit from Amadeus Activities & Entertainment, visit the online demo on our website or contact your local amadeus office or sales@uk.amadeus.com