

## Press Release

### Dynamique Hôtels Management becomes first customer to implement the full Amadeus Hotel Platform

- *The hotelier, owner of the Balladins brand, is the first customer of Amadeus Hotel IT's flagship solution and will complete migration to the new system at the beginning of March 2011*
- *DHM chooses Amadeus to transform operations, simplify its IT systems and improve the guest experience*

**Madrid, Spain, 16 February 2011:** Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry announces today its first customer for its flagship Hotel IT solution, Amadeus Hotel Platform. Dynamique Hôtels Management (DHM), a hotel chain comprised of more than 120 properties, will be first to adopt the full suite of the Amadeus Hotel Platform, a centralised above-property solution which combines central reservation, global distribution and property management system into one fully integrated platform.

The migration process, which will be completed in six weeks, will replace DHM's current central reservation system (CRS), call centre, booking engine and property management system with a single, centralised platform. Once the new platform is installed at the beginning of March, DHM will benefit from a unique single source solution that will permit DHM to centrally manage all its properties through a unique database, reducing the complexity of the hotel chain and property IT infrastructure, improving staff productivity and reducing operational costs.

"Amadeus has demonstrated its commitment to deliver a long term solution to DHM and has closely worked with us to understand our requirements, proposing the right solutions to improve our operational efficiency and ensuring a very safe, efficient and smooth migration process" commented *François-Xavier Bertin, President, Dynamique Hôtels Management*. "With Amadeus Hotel Platform, DHM has the right tool to build our brand promises at all levels, not only with guests but also with hotel owners."

The adoption of Amadeus Hotel Platform is a quantum leap for DHM's IT modernisation efforts that will permit the hotelier to achieve higher levels of operational efficiency while opening new horizons for delivering innovative guest services and generating new revenue opportunities.

“At a time when everyone talks about cloud computing technology and the IT challenges that hoteliers will need to face in the next 10 years, Amadeus is delivering a tangible solution that permits a centralised and cost-efficient management of hoteliers IT and business operations” commented *Jérôme Destors, Director of Amadeus Hotel IT*. “We are thrilled that DHM has chosen Amadeus Hotel Platform, the first ever open technology platform that integrates advanced hotel distribution features, sophisticated inventory and property operations functionality available on a Software as a Service (SaaS) model.”

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#### Notes to the editors

##### **About Dynamic Hôtels Management**

Dynamique Hôtels Management, (DHM), owns and operates a network of more than 150 hotels in France, Germany, and Belgium, with 10,000 rooms and over 2 million travellers a year. DHM's hallmark includes Balladins, France's leading budget hotel and the fourth largest hotel chain in France. With 25 years' experience of serving customers, Balladins has successfully capitalised on its expertise as a hotel chain on a human scale. More information about Balladins can be found at [www.balladins.com](http://www.balladins.com)

##### **About Amadeus Hotel IT**

Amadeus has served the global hospitality industry for over 20 years, supporting hotels' distribution and technology needs. Amadeus employs over 170 dedicated hotel specialists covering every aspect of development, delivery and support of hospitality technology solutions. Our comprehensive, scalable portfolio of advanced management systems includes: Amadeus Hotel Platform, **an above-property single source solution** for next generation hotel, reservations and distribution technology focused on single image inventory, single view of the guest and enhanced merchandising.

Amadeus also provides revenue management and global distribution systems, including the Amadeus Revenue Management System, a solution that can increase a hotel property's revenue by 4 – 8% and that is currently being used by 1,500 customers in 35 countries.

For more information, please visit [www.amadeus.com/hotelit](http://www.amadeus.com/hotelit)

##### **About Amadeus**

**Amadeus** is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry. Customer groups include **travel providers** (e.g airlines, hotels, rail, car rental, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travellers).

The group operates a **transaction-based business model** and processed more than 670 million billable travel transactions in 2009.

Amadeus has central sites in Madrid (corporate headquarters and marketing), Nice (development) and Erding (operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 72 local Amadeus Commercial Organisations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol “AMS.MC”. For the year ended 31 December 2009, the company reported revenues of EUR 2,461 million and EBITDA of EUR 894 million. The Amadeus group employs over 10,100 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please visit [www.amadeus.com](http://www.amadeus.com).

To visit the Amadeus Investor Relations centre please visit [www.investors.amadeus.com](http://www.investors.amadeus.com).

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