

## Thai Airways grows online bookings by 200% with Amadeus e-Merchandise

*Thai Airways is using Amadeus e-Merchandise to enrich user experience and Internet booking adoption*

**Madrid, Spain, 16 June 2008:** Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that Thai Airways has launched e-Merchandise in five major markets, with more on the way. By adopting the industry-leading e-Merchandise solution to provide advanced shopping capabilities on their website, Thai Airways has increased online domestic bookings by 200 percent over three months and furthermore has set a target to quadruple online bookings by year end 2009.

Amadeus e-Merchandise provides a full calendar display and a variety of up-sell capabilities on the Thai Airways website. Integrated with the Amadeus e-Retail booking engine, Thai Airways now provides a superior online shopping and booking experience, proven to drive yield and profitability.

**Khun Danuj Bunnag, Vice President, Marketing Planning and Revenue Management, Thai Airways,** said: *“Since 2000, we have also been working with Amadeus to continuously improve the online user experience and functionality that we offer to customers through our website. As we strive to meet our ambitious online objectives, it is essential to work with a partner who understands our business and has extensive experience in maximising the value of the online channel. The results we have seen so far from Amadeus are outstanding, both in terms of 200 per cent growth in online bookings as well as the improvements in our look-to-book ratio of 62 percent.”*

**Philippe der Arslanian, Global Director, Airline Direct Channels, Amadeus,** said: *“As a long-standing customer of Amadeus, we are delighted to see Thai Airways exceed its business objectives with e-Merchandise. Due to our international presence, end-to-end service and scalable solutions we were able to quickly implement our e-Merchandise Solution in all continents. Similarly, we are looking forward to providing additional value to our customers by deploying our fully integrated servicing solutions such as rebooking and redemption.”*

Thai Airways joins some of the world's leading airlines - including 10 of its global alliance partners - that rely on Amadeus for their e-Merchandise needs such as Air Canada, Lufthansa, SAS, Spanair, Singapore Airlines, Turkish Airways and US Airways.

### Notes to the editors:

#### **Amadeus**

A world-leading technology and distribution solutions provider, Amadeus delivers unparalleled expertise to the travel and tourism industry, including leading-edge solutions that cover airlines' unique business needs, independent of their size, business model or market reach.

The award-winning Amadeus e-Commerce Airline Suite comprises e-Retail, e-Merchandise and e-Service solutions for booking, merchandising and servicing online. Available as standalone components or as an integrated suite, websites can be deployed in 23 languages to improve yield and deliver enhanced customer loyalty. Over 75 of the world's leading airlines use the Amadeus e-commerce Airline Suite to power over 250 websites in more than 80 markets.

Amadeus' pioneering new-generation Customer Management Solution (CMS) portfolio, Amadeus Altéa CMS, serves network and regional carriers. The Altéa portfolio, based on a pioneering community platform concept, enables improved operational efficiency and increases revenue. The portfolio consists of the Altéa Reservation, Altéa Inventory and Altéa Departure Control solutions.

Other standalone IT solutions include amongst others: Amadeus Revenue Integrity solution, Amadeus Ticket Changer, an automatic ticket reissue tool, and a full range of ticketing solutions; including e-ticket interlining and ground-handling management technology services.

More information about Amadeus' solutions for airlines is available at: [www.amadeus.com/airlines](http://www.amadeus.com/airlines).

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