

Press Release

Amadeus further expands global footprint by signing Golden Tulip as the first PMS customer in India

- *Golden Tulip joins the list of hotels in India using Amadeus technology but is the first hotel to use its Property Management Solution*
- *The agreement is further evidence of Amadeus' global expansion into emerging countries, and of hotels recognising the benefits of Amadeus technology solutions*

Madrid, Spain, 29 October, 2008 – Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has today announced Golden Tulip Jaipur as its first Property Management Solution (PMS) customer in India. The installation paves the way for up to twenty similar implementations for other Golden Tulip hotels in India throughout the next two to five years. Amadeus is already providing PMS solutions to over 70 hotels in the wider Asia region, including Majestic Grand and Siam @ Siam hotels in Bangkok, Hotel Maya in Kuala Lumpur and Asara Hotel in Hua Hin, as well as multiple deployments in other growing countries such as Thailand, Singapore, China and Korea. Amadeus' PMS solutions are already implemented in more than 6,700 properties around the globe.

Amadeus has seen strong growth in all its key Asian markets. Recent clients in Asia to adopt Amadeus Revenue Management System solutions (RMS) include Taj Hotels & Resorts in India and Centara hotels in Bangkok. Amadeus also distributes 7,600 Asian hotels through its GDS worldwide.

The hospitality industry has been expanding at a huge rate in emerging economies worldwide. In India particularly, the growth tourism and the rising power of the Indian economy are two particular factors that are set to heavily impact the travel and hospitality market, as a higher number tourists and business travellers head to India. Indeed, India has been ranked No 1 in long-term travel growth by World Travel and Trade Council in its global report for 2008. Amadeus is helping hotels in these growing markets as they become more competitive by providing technology solutions such as Multiproperty PMS to help hotel chains monitor bookings and increase customer service

across all their properties, or the Amadeus Revenue Management System to help hotels maximise bookings and revenue as well as a number of other innovative solutions.

Vimal J. Singh, Managing Director, Golden Tulip Southern Asia, owner and operator of, Golden Tulip Jaipur, said: “Amadeus PMS has really benefited us due to its unparalleled connectivity – we are able to apply the global Golden Tulip IT infrastructure used in Europe to the same application used in India. The PMS gives us a single consolidated view on our guests, so we can offer an outstanding level of hospitality. This is vital for Golden Tulip within the increasingly competitive Indian hotel market.”

Antoine Medawar, Managing Director, Amadeus Hospitality Business Group, said: “India is witnessing an increase in the number of visitors and the expansion of the hospitality sector, which also means facing more fierce competition in the industry. Amadeus is committed to support hotels in this scenario, transforming how hotels are managed and assisting hoteliers to provide the best possible level of hospitality.”

Golden Tulip Jaipur utilises the Amadeus PMS as a state-of-the-art fully customised and international suite of solutions that gives a single view on guest data for every room across the property covering point-of-sale, back-office and inventory solutions. It integrates large volumes of guest information offering a single consolidated view on guests, allowing hotels to gain valuable intelligence about their guests and ultimately offer a leading hospitality experience.

- Ends -

Notes to the editors

Amadeus offers a full range of technology and distribution solutions to the hotel industry. 1,450 properties in 35 countries increase their revenue by 4 – 8% using Amadeus Revenue Management System. 6,700 hotel properties in 75 countries use Amadeus Property Management System and more than 77,000 hotels distribute their rooms to a global travel-buying market through Amadeus’ distribution solutions.

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include **travel providers** (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), **travel sellers** (travel agencies) and **travel buyers** (corporations and travellers). Solutions are grouped in four solution categories – **Distribution & Content**, **Sales & e-Commerce**, **Business Management** and **Services & Consulting**.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 76 countries covering more than 217 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,500 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: <http://www.amadeus.com/hotels>

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