

Press Release

Pioneering RMS wins Premier Inn for Amadeus

- *Ground breaking functionality enables hotels to optimise Length of Stay*
- *Premier Inn, Amadeus' largest RMS implementation to date with roll out across 556 hotels, increases the number of hotels using Amadeus RMS by close to 50% to 1,450 hotels.*

Madrid, Spain, 07 October 2008 – Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has implemented a groundbreaking new model of Amadeus' best-selling RMS for Premier Inn, the UK's largest hotel chain. The new version gives Premier Inn a unique insight into customer behaviour, significantly improving occupancy levels throughout the year and guiding sales and marketing activities.

The system chosen by Premier Inn automatically monitors every booking made at a property. Feeding reservation history through Amadeus' advanced algorithms, the RMS can predict not only the number of guests who will want to book on any given day, but also how long they will want to stay. As a result, hoteliers can now choose between a guest booking today for a short stay or the guest who will book tomorrow but stay for longer.

"After four years in research and development, our system is now so accurate that hoteliers can keep rooms free with confidence, knowing that longer-stay guests will book the same room a day later," says **Bernard Rannou, head of development, Hospitality Business Group, Amadeus**. "We are delighted that our new system has been chosen by Premier Inn to improve their already excellent occupancy, enabling them to book more guests over shoulder nights, while reducing marginal costs. I am pleased to report that implementation across 556 properties is already successfully underway."

"We wanted a revenue management system that could cope with the unique requirements of our business," commented **Warren Mandelbaum, Head of Revenue Management, Whitbread Hotels & Restaurants**. "We are very pleased with the way in which Amadeus have created a bespoke solution for us, with a great user interface and the scalability to extend its deployment as

required. This new tool better positions us to fully optimise the value of our properties, while its statistical reports offer crucial business insights.”

The system is hosted at Amadeus’ data centre in Erding near Munich, Germany, one of the biggest centres in the world dedicated to travel. The data centre manages more than 500 million transactions a day and processes up to 2.5 million bookings every day.

Premier Inn is the UK's largest and fastest-growing hotel brand with over 38,720 rooms and 556 hotels across the UK.

- 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 75,000 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>

Premier Inn

Premier Inn is the UK's largest and fastest-growing hotel brand with over 38,720 rooms and 556 hotels across the UK.

Premier Inn bedrooms are 22m² and feature en-suite bathroom, TV, and internet access for business guests. Premier Inn offers customers a 'Good Night Guarantee' of a good quality room, comfortable surroundings and friendly service, which is unique amongst Britain's leading hotel chains.

Premier Inn was the first Britain-wide hotel group to sign up with national tourist board Visit Britain; this means Premier Inn is now part of a new quality assessment scheme, specially created for budget accommodation.

A joint venture with Emirates has seen the Premier Inn brand develop in the Gulf region, with its first **budget hotel in Dubai** opened in Spring 2008. Premier Inn also has a joint venture in India with Emaar-MGF to roll out 12,000 rooms in 10 years.

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