

## PRESS RELEASE

### **Amadeus and the World Tourism Organisation sign a collaboration agreement**

They will share relevant statistical information in the areas of tourism flow measurement and forecast preparation

*Madrid, Spain, 26th November 2007:* The United Nations World Tourism Organisation (UNWTO), the United Nations agency for sustainable tourism and the leading international organization in the field of tourism, has signed a collaboration agreement with Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, aimed at the development of joint initiatives in relation to studies and analyses of the tourism sector at a global level. The agreement was announced today at the UNWTO's General Assembly which took place in Cartagena de Indias (Colombia).

Through this agreement, the UNWTO and Amadeus will jointly take advantage of the statistical information that Amadeus possesses on travel bookings categorised by main origin and destination locations. In this way, Amadeus will actively participate in the programmes that the Secretariat of Affiliated Members develops jointly with other UNWTO departments in areas such as measuring the flow of tourists - a priority in the Central American region - and drawing up tourism forecasts - in coordination with the Department of Market Trends - as well as in the area of international cooperation in the Americas.

The statistical information provided by Amadeus will be included in publications drawn up and used by different UNWTO departments, and they will also collaborate when carrying out specific studies about forecasts for regions and countries in accordance with the needs of the organisation and its members. Similarly, Amadeus will participate in seminars and conferences organised by the UNWTO to support the dissemination of statistical information and highlight the collaboration.

The UNWTO is in charge of collecting, analysing, publishing, standardising and improving tourism statistics and promoting their integration into the United Nations system. Its Secretariat for Affiliated Members supports all of the initiatives designed to strengthen the organisation's work programme through its members, especially in the area of awareness of and access to up-to-date and reliable information on the evolution of tourism.

Among their objectives is the promotion and development of tourism with the aim of contributing to economic development, international understanding, peace, prosperity and universal respect, the observance of human rights and universal freedom.

Recently, the UNWTO awarded José Antonio Tazón, President and CEO of Amadeus IT Group, a plaque for business merit in recognition of his career at the helm of the company.

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### Notes to editors

**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 & Consultancy**.

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 215 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,600 employees worldwide, representing 95 nationalities. Amadeus' revenue for the twelve months ended 31 December 2006 was €2,683 million.

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

**The World Tourism Organization (UNWTO/OMT)** is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how.

UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries.

The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts.

Its membership includes 157 countries and territories and more than 300 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

Direct actions that strengthen and support the efforts of National Tourism Administrations are carried out by UNWTO's regional representatives (Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia) based at the Headquarters in Madrid.

UNWTO is committed to the United Nations Millennium Development Goals, geared toward reducing poverty and fostering sustainable development.



**amADEUS**  
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