

Press Release

Amadeus and Carlson Hotels Worldwide Implement Direct Connect for a Faster, More Accurate Booking Process

Madrid, Spain, 02 February, 2009 – Amadeus, the leading provider of technology to the travel and tourism industry, and Carlson Hotels Worldwide, a global hotel company with more than 1,000 properties in 74 countries, has enabled a Direct Connect between the hotel company's five hotel brands and Amadeus and its world-leading distribution system. This provides Carlson Hotels with a faster, more flexible, efficient and reliable interface. It also enables Carlson Hotels to provide a more accurate booking process for the 99,000 travel agencies worldwide connected to Amadeus.

“Carlson Hotels has always valued its relationship with the travel agent community,” said Christine Brosnahan, Vice President of Distribution & Reservation Services for Carlson Hotels Worldwide. “Having a direct connection will enable us to add content on a timelier basis and provide functionality that travel agents seek to enable an easier selling process.”

“Our commitment to travel agents is evident with our newly enhanced and patented look-to-book travel agency loyalty program which enables agents to earn points for every booking they make within the global distribution systems” added Brosnahan. “In addition we have recently implemented a centrally funded commission payment process that will ensure our travel agency partners are paid commissions in full in a timely basis. Carlson Hotels believes Direct Connect provides us the opportunity to communicate more directly to this important partner while growing our presence globally.”

The connection, based on the OpenTravel Alliance's XML¹, standards (www.opentravel.org), uses the most advanced, open technology. The new connection will enable Amadeus and Carlson to implement new features and enhancements more quickly, saving time and improving the quality of their content in the Amadeus system. The Direct Connect allows both companies to proactively develop new offers that keep pace with the demands of travellers today and in the years to come.

¹ XML is a technical language designed to help information systems to share structured data, in particular over the internet. More technical information can be found here <http://www.w3.org/>

The OpenTravel Alliance was founded in 1999 to solve the problems inherent in connecting multiple systems in the complex travel distribution arena. The alliance creates and drives adoption of open specifications, including the use of XML for the electronic exchange of business information in all sectors of the travel industry. By adopting these standards, Amadeus and Carlson Hotels are helping the travel industry work towards a future where communication between all players in the travel distribution chain is seamless and straightforward.

“A key principle which underlies all of Amadeus’ initiatives is the belief in the application of technology to make the travel industry more efficient, and this successful collaboration with Carlson which underpins more efficient interaction with the travel agency channel is an excellent example of this,” says **Jérôme Destors, Deputy Managing Director of Amadeus’ Hotel technology business**. “By implementing this next-generation, open-standards-based direct connect, we will be in a position to deliver more advanced functionality, more quickly to the hotel-booking travel agency community.”

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Notes to the editors

Carlson Hotels Worldwide includes more than 1,000 hotel locations in 74 countries. Carlson Hotels Worldwide is one of the major business units of Carlson, a global hotel, marketing, restaurant and travel company headquartered in Minneapolis, Minn. The Carlson family of brands and services includes: Regent Hotels & Resorts®, Radisson Hotels & Resorts®, Park Plaza® Hotels & Resorts, Country Inns & Suites By Carlson, Park Inn® hotels, Carlson Marketing, T.G.I. Friday’s® and Pick Up Stix® restaurants, and Carlson Wagonlit Travel®. Carlson’s brands and services employ more than 160,000 people in more than 150 countries. Visit <http://www.carlson.com> for more information.

Amadeus offers a full range of technology and distribution solutions to the hotel industry. Amadeus Revenue Management System can increase a hotel property’s revenue by 4 – 8% and currently has 1,450 customers in 35 countries. 6,700 hotel properties in 75 countries use Amadeus Property Management System and 80,000 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 105 nationalities.

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

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