

Press Release

Brazil's LAHotels selects Amadeus to deliver multiproperty PMS

The rollout across LAHotels' 27 properties represents Amadeus' first foray into the Brazilian market

Madrid, Spain, 9 September 2009 – Amadeus, a leading provider of technology to the travel and tourism industry, today announced that LAHotels, S.A. have selected Amadeus as their technology partner to deliver a Property Management System (PMS) tailored for multiproperties to maximise its room inventory and offer a personalised service across all of its properties. Established in 2007, LAHotels is the third largest hotel company in Brazil, with 27 hotels in operation to date – most of them branded as Tulip Inn and Golden Tulip Hotels. The rollout to the initial set of hotels is set to be completed in the fourth quarter of 2009.

The multiproperty installation will be hosted through LAHotels' data-centre in Sao Paulo, and will include a bundle of features available through Amadeus Hotel PMS, including front office, conference management, sales & marketing, and interfaces for local third party systems. The solution will be available in Brazilian Portuguese.

“We have selected Amadeus as our technology partner due to their expertise, global reach and a track-record of delivering complex projects,” Peter van Voorst Vader, CEO, LAHotels. “As we continue to expand, we plan to bring our new properties onto the Amadeus platform as well – both in Brazil and elsewhere in Latin America.”

Amadeus multiproperty PMS provides a single view of availability across properties, as well as comprehensive insights into individual guest preferences, enabling hotel staff to provide personalised experience to their guests and improve yield management.

“Despite the current challenging economic times, Brazil is well poised for tourism growth, and we are looking forward to nurturing and growing our partnership with LAHotels,” said Wolfgang Emperger, Director International Sales, Amadeus Hospitality.

ENDS

Notes to the 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 & 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 71 local Amadeus Commercial Organisations covering 219 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,600 employees worldwide, representing 105 nationalities.

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 84,000 hotels distribute their rooms to a global travel-buying market through Amadeus' distribution solutions.

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

Contact details

Amadeus
Media Relations / Corporate Marketing
tel : +34 91 582 0160
fax : +34 91 582 0188
e-mail : mediarelations@amadeus.com