

Press Release

Amadeus formalises with the European Commission its commitment to support tourism in Europe

- **Amadeus joins the European Commission Low Season Tourism initiative which looks at actions to enhance the competitiveness of the tourism sector by stimulating the travel flow between European and South American countries**

Madrid, Spain, 23 January 2012: Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry, announces it has signed a Memorandum of Understanding (MOU) with the European Commission to participate in the “Low Season Tourism” initiative aimed at increasing the travel flow between Europe and other territories. The pilot project will be launched with South America and is expected to be extended to other regions in the future.

The Memorandum of Understanding was signed by **Antonio Tajani**, Vice-President of the European Commission, responsible for industry and entrepreneurship, and **Luis Maroto**, President & CEO of Amadeus IT Group.

This initiative will look at actions to enhance the competitiveness of the tourism sector by stimulating the travel flow between European and South American countries. This will be achieved by promoting travel in particular in the respective low seasons of Europe and South America, utilising the available spare airline and accommodation capacity thus benefitting the local economy of the host destinations.

This will imply working with airlines that are ready to offer fare concessions and with travel agencies and tour operators that would organise relevant travel packages and also with the European Commission, that will facilitate and co-finance communication activities and the involvement of South American countries, commencing with Brazil, Argentina and Chile.

Amadeus' expected contribution to this project will focus on two areas: facilitating technology tools and solutions to deploy this programme and track its results and supporting the European

Commission in establishing contacts with relevant stakeholders in South America as well as participating in joint promotional activities.

“Amadeus is pleased to support the European Commission and the travel and tourism sector by offering our technology, extensive knowledge and established relations with industry leading players worldwide to make this programme successful”, comments **Luis Maroto**, President & CEO, Amadeus IT Group.

The Memorandum of Understanding has been developed by the European Commission in collaboration with governments, tourism industry representatives and major airline companies.

These currently include:

- The governments of France, Italy, Lithuania and Spain;
- Air carriers such as Air France, Alitalia, British Airways, Iberia, the Lufthansa Group and TAP Air Portugal (and open to other interested companies);
- The European Tour Operators Association (ETOA) and the European Travel Agents' and Tour Operators' Associations (ECTAA).

- Ends –

Notes to the editors

About Amadeus

Amadeus is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry.

Customer groups include **travel providers** (e.g. airlines, hotels, rail, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travellers).

The group operates a **transaction-based business model** and processed 850 million billable travel transactions in 2010.

Amadeus has central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organisations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol “AMS.MC”. For the year ended 31 December 2010, the company reported revenues of EUR 2,683 million and EBITDA of EUR 1,015 million. The Amadeus group employs around 10,000 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please go to www.amadeus.com. To visit the Amadeus Investor Relations centre please go to www.investors.amadeus.com.