

Press Release

Amadeus partners with airconomy to provide key market intelligence data

Amadeus Total Demand by airconomy gives airlines, travel agencies and airports an accurate view of total market demand, including non-GDS channels.

This new solution provides a clear understanding of market size, competitive position, as well as demand trends in any particular region.

Madrid, Spain, 19 July 2010: Amadeus, the leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry, and airconomy, an innovative strategy consultancy for aviation networks, today announce their partnership and the launch of Amadeus Total Demand by airconomy. This new data solution will provide airlines, airports and travel agencies with a comprehensive and accurate view of market demand on any given route including distribution by Low Cost Carriers (LCCs) and airlines direct sales.

For example, airlines can calculate their true market share and assess the potential of routes where they do not operate today. Airports can analyse the traffic that is currently by-passing them and that could be captured if their slots were allocated differently. travel agencies can gain insight into the market share evolution of any given route to better advise their customers of available options.

David Doctor, Director, Amadeus Airline and Travel Agency Distribution commented: "We are delighted with this partnership which allows us to offer a unique solution in response to crucial market needs. Total Demand will help our airline customers gain the information they need to make key decisions on such fundamental topics as fleet assignment and route planning with the utmost confidence. Furthermore, this new intelligence product is a perfect fit with Amadeus MIDT that currently provides accurate intelligence on all bookings made through travel agencies using the Amadeus system."

Amadeus Total Demand by airconomy uses a large number of global and market specific sources which processed by a cutting edge computing algorithm guarantees the highest accuracy of the estimates produced. This helped determine, for example, that 3 out of the top 5 routes in terms of growth since the beginning of the year are based in Asia, with Bangkok-Hong Kong posting a 47% increase Year-To-Date. In parallel, Asia also experienced the biggest drop in traffic on the Beijing – Tokyo route with -26%. Trans-Atlantic traffic witnessed significant growth: New-York - Paris increased by 43%, whereas New-York London grew by 18% over the same period.

“This is a major enhancement as it will provide more transparency for the market place,” says Philipp Goedeking, Managing Director, airconomy. “Network strategy, competitiveness, profitability, growth perspective, or distribution focus all depend on reliable market data – for airlines, airports and travel agencies alike. Accuracy in estimating the total demand on a given route is critical, as even seemingly minor errors can make the difference between a profitable and a non-profitable business case for an airline. The exposure of assets is too high to afford inferior market data in today’s roller coaster markets.”

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Notes to the editors

Amadeus is the 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, car rental, 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 more than 670 million billable travel transactions in 2009.

Amadeus has central sites in Madrid (corporate headquarters and marketing), 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 72 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 2009, the company reported revenues of EUR 2,461 million and EBITDA of EUR 894 million. The Amadeus group employs over 9,300 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please visit www.amadeus.com

To visit the Amadeus Investor Relations centre please visit www.investors.amadeus.com

airconomy is one of the leading international strategy consultancies for the airline industry. The combination of more than 20 years of aviation experience and advanced state-of-the-art computational procedures enables airconomy to provide precise and relevant assessments of demand and competition within aviation networks and to give strategic advice based on facts.

airconomy was founded in 2007 and has its headquarter in Frankfurt am Main, Germany. Its customers include airlines, airports, financial and governmental institutions.

To find out more about airconomy please visit www.airconomy.com

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