

Press Release

Amadeus first to launch “fare families”, a merchandising solution for online travel agencies and online sites of travel agencies

New merchandising solution now available to help travel agents improve customer satisfaction, profit margins and supplier relationships

Madrid, Spain, 25 January 2010 – Amadeus, a leading provider of technology and distribution solutions for the travel and tourism industry, has launched Amadeus Master Pricer Agent Fare Families, a new option within the Master Pricer portfolio, which enables travel agents to make it easier for their customers to compare airlines’ fares and their associated conditions online. The solution permits a more transparent purchase process for the end consumer – who can clearly compare fares with the same conditions. In addition, the Amadeus Master Pricer Agent Fare Families solution improves the travel agency’s ability to direct customers to their most profitable content and upsell higher fares with more flexible conditions. This helps travel agents be a more attractive distribution channel, strengthening their relationship with the airline partners.

Like the world-class Master Pricer shopping solution it is based on, Agent Fare Families gives results of up to 200 domestic or international fare recommendations from more than 500 airlines. However, Master Pricer Agent Fare Families goes one step further, enabling travel agencies to group together fares with similar conditions, but offered by different airlines, into categories or fare families. For instance, non-refundable fares can be grouped together in one family; fares which are refundable but with a penalty can be grouped into a different family and fully flexible fares can be displayed in a third family. And so on and so forth up to 6 categories. This can improve customer satisfaction by correctly setting the expectation about the conditions attached to certain fares.

Travel agencies decide and design how the fare families are constructed and can give more visibility to specific air content. This latest characteristic makes Master Pricer Agent Fare Families a powerful merchandising tool.

By adding upselling functionalities, Master Pricer Fare Families helps travel agencies create a similar booking environment as offered by airlines, increasing customers' choice and transparency of product features and improving the shopping experience.

“The launch of Master Pricer Fare Families shows Amadeus' commitment to develop innovative tools that serve both online travel agencies and online sites of travel agencies to increase their merchandise and upselling opportunities, and thus, improve their cash flow. When airlines have displayed fare families in this way, within three months they have seen online revenues increase by 30% and online yields increase by 8% on average. In the case of travel agencies, this means, first, more revenue and improved cash flow and ultimately, higher yields” explains Stephane Durand, Director, Online and Leisure, Amadeus, “Travel agencies should be able to translate similar upsell performance into a significant improvement in their supplier relationships.”

Amadeus Master Pricer Fare Families is available now for online travel agencies and for travel agencies with online presence. The offline version of this solution will be made available by the end of 2010.

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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, Bangkok and Dubai. At market level, Amadeus maintains customer operations through 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 8,900 employees worldwide, representing 123 nationalities.

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

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