

Amadeus Creates New Leisure Technology Business Unit

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New business unit will be called TravelTainment - The Amadeus Leisure Group

Amadeus, a global provider of technology solutions to the travel and tourism industry, has created a new unit to provide tools for international leisure distribution. The unit is called TravelTainment - The Amadeus Leisure Group and brings together three Amadeus leisure technology businesses: TravelTainment, Amadeus Tours, and the product management and development for TOMA, a tour package distribution solution.

TravelTainment - The Amadeus Leisure Group will initially focus on Amadeus' existing market portfolios in Germany, Austria, Switzerland, France, Holland, Belgium, Poland and the UK and other markets beyond Europe such as North America and Canada.

'We have brought together our technology and international leisure expertise into one organisation and are now in a unique position to meet our customers needs. We can help them as they face the emerging challenges of selling complex leisure products in the travel agency front office and over the internet,' says Ian Wheeler, VP, Marketing, Amadeus, 'The unique technology and data developed and aggregated by TravelTainment, The Amadeus Leisure Group, is the logical organisational base for this new approach to the market.'

The combined leisure offering of TravelTainment, The Amadeus Leisure Group, is the only multi-market, multi-channel, community distribution system for selling leisure content of all types, including alternative packages, hotels, charters, Low Cost options and cruises. Leisure customers have access to a unique database of 470 destinations covering over 80% of the world's leisure destinations.

'This is very exciting for the evolution of Amadeus' leisure strategy,' says Ralf Usbeck who continues as CEO, TravelTainment - The Amadeus Leisure Group, and takes on new responsibilities for Amadeus' global leisure strategy, 'With this reorganisation we can focus the energy and technical expertise of Amadeus and TravelTainment on the huge opportunity represented by the complex leisure travel market.'

Michael Kalt will be Managing Director, responsible for the Central IT and Hosting organisation and Germany, Andy Owen-Jones is Managing Director responsible for International Content and Connectivity, Sales and Operations. Both report to the CEO of TravelTainment - The Amadeus Leisure Group.

About Amadeus

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 travelers).

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (operations - data processing center) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 75 countries covering more than 215 markets. The company has nearly 6,700 employees worldwide, representing 95 nationalities. Amadeus' revenue for the year ended December 31 was \2,418.7m. More information about Amadeus is available at: www.amadeus.com.

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