

Amadeus Helps Ferry Operators Stay Ahead Of The Game With New Revenue Management System

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Amadeus launches pricing and revenue management system designed for the international ferry industry - Major UK ferry company is first customer

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today launches Amadeus Revenue Management System (RMS) for Ferries. A sophisticated pricing and revenue management system, Amadeus RMS for ferries helps operators achieve the best possible profit on each of their crossings. It makes capacity and inventory recommendations based on analysis of historical, 'on the books' and forecast reservations. It has been implemented for the first time by a ferry company in the UK, the Isle of Man Steam Packet Company.

Amadeus RMS for ferries is able to manage multiple departures on multiple routes and optimizes vehicle and passenger inventory to achieve the best mix. The system provides data analysis on areas ranging from route efficiency to seasonal trends, booking behavior and passenger contribution. It also can be used to generate a series of recommendations including booking targets and optimal selling strategy, the best customer mix taking into account all onboard revenue sources, and a ranking order of the most profitable customers. The system is also able to monitor the effectiveness of its own performance by calculating the estimated additional revenue generated from implementing the proposed recommendations.

The first ferry operator to use the system is the Isle of Man Steam Packet Company in the UK, which provides crossings between England, Northern Ireland and Ireland. The company is the oldest continually operating passenger shipping company in the world.

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). 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 76 countries covering more than 215 markets.

The company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus hospitality solutions are available at: www.amadeus.com/hotels

For further information on Amadeus' RMS technology, see: www.amadeus.com/ferrylines

About The Steam Packet Company

The Isle of Man Steam Packet Company carries around 600,000 passengers annually and 170,000 cars and motorcycles. This represents an increase in passenger traffic of around 35 percent and 50 percent in vehicle traffic since 1996 - not a bad performance given the increased competition from airlines servicing the Isle of Man. The company is the oldest continually operating passenger shipping company in the world, having begun operations in 1830.

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