

## Thai Airways grows online bookings by 200 percent with Amadeus e-Merchandise

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Thai Airways is using Amadeus e-Merchandise to enrich user experience and Internet booking adoption

Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that Thai Airways has launched e-Merchandise in five major markets, with more on the way. By adopting the industry-leading e-Merchandise solution to provide advanced shopping capabilities on their Web site, Thai Airways has increased online domestic bookings by 200 percent over three months and furthermore has set a target to quadruple online bookings by year end 2009.

Amadeus e-Merchandise provides a full calendar display and a variety of up-sell capabilities on the Thai Airways Web site. Integrated with the Amadeus e-Retail booking engine, Thai Airways now provides a superior online shopping and booking experience, proven to drive yield and profitability.

Khun Danuj Bunnag, Vice President, Marketing Planning and Revenue Management, Thai Airways, said: 'Since 2000, we have also been working with Amadeus to continuously improve the online user experience and functionality that we offer to customers through our website. As we strive to meet our ambitious online objectives, it is essential to work with a partner who understands our business and has extensive experience in maximizing the value of the online channel. The results we have seen so far from Amadeus are outstanding, both in terms of 200 percent growth in online bookings as well as the improvements in our look-to-book ratio of 62 percent.'

Philippe der Arslanian, Global Director, Airline Direct Channels, Amadeus, said: 'As a long-standing customer of Amadeus, we are delighted to see Thai Airways exceed its business objectives with e-Merchandise. Due to our international presence, end-to-end service and scalable solutions we were able to quickly implement our e-Merchandise Solution in all continents. Similarly, we are looking forward to providing additional value to our customers by deploying our fully integrated servicing solutions such as rebooking and redemption.'

Thai Airways joins some of the world's leading airlines - including 10 of its global alliance partners - that rely on Amadeus for their e-Merchandise needs such as Air Canada, Lufthansa, SAS, Spanair, Singapore Airlines, Turkish Airways and US Airways.

### **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. Amadeus maintains customer operations in 76 countries covering more than 215 markets. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

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