

Royal Air Maroc joins another 12 airlines in Amadeus-AACO strategic deal

2008-07-23

Amadeus signs 10 year distribution agreements with thirteen AACO member airlines, up from seven in 2000, accounting now for 68 percent of reservations made by travel agencies in the region

Royal Air Maroc (RAM), Morocco's national carrier, has signed a 10 year distribution agreement with Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry. RAM joins 12 other carriers from the Arab Air Carriers Organisation (AACO) that selected Amadeus as an exclusive distribution partner in their home markets, for ten years, effective Jan. 1, 2009.

These 13 airlines (Air Algérie, Afriqiyah Airways, EgyptAir, Etihad Airways, Kuwait Airways, Libyan Airlines, Qatar Airways, Royal Air Maroc, Saudi Arabian Airlines, Sudan Airways, Syrian Arab Airlines, Tunisair and Yemen Airways) account for 68 percent of reservations made by travel agents in the region.

M. A. Zoutien, Royal Air Maroc's Assistant Managing Director, Commercial, commented: 'Over the past seven years of collaboration with Amadeus, the partnership gave a complete satisfaction by giving necessary tools to the development of opportunities in our strategy of distribution. This positive cooperation with Amadeus played a primordial role in the choice of our long-term partnership, as well as providing us with the appropriate tools for the improvement of services given to our customers. We are confident Amadeus can provide us with the best-in-class tools to help us make the right choice in our distribution strategy as well as significantly enhance service to our customers.'

Julia Sattel, Amadeus' Vice President, Global Sales Development, EMEA & LA, added: 'This additional strategic deal is further proof of our commitment to provide the content of Royal Air Maroc to travel agencies. Our infrastructure, recently enhanced with our highly specialized Regional Hub for the MENA region in Dubai, and our continued investment ensures we can deliver best on-the-ground support, to enable further growth for RAM and bring the best service, content and the very latest technology to the region's travel agent community'

Amadeus is the leading technology provider to the travel industry with 94,100 travel agency locations and more than 32,500 airline sales offices using Amadeus to run their reservations and sales functions. In addition, Amadeus Altéa CMS, the next generation customer management solution, is currently being used by five airlines in the region - EgyptAir, Etihad Airways, Libyan Airlines, Middle East Airlines and Qatar Airways - to manage sales, reservations, inventory and departure control functions.

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

This article comes from Hotel News Resource

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