

Amadeus introduces visual and intelligent advertising capabilities

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Amadeus Banners is the first new development from a range of merchandising features through the Amadeus Airline Retailing Platform - Finnair is the first airline to use this solution to better communicate their offer to travel agents who can thus provide enhanced consultation to the end customer

Amadeus, a global leader in technology for the travel and tourism industry, today announced the successful roll-out of Amadeus Banners. Finnair was the first airline to use this solution to launch a graphical campaign and better promote their offer to travel consultants. Amadeus Banners is the first new development from a range of airline merchandising features through the Amadeus Airline Retailing Platform, a new distribution proposition launched earlier this year.

Amadeus Banners introduces a more intelligent approach to advertising as it allows airlines to communicate their news to a selected target audience and at the most opportune time, in a highly cost-effective way. Displayed in a graphical format, or banner, the advertising messages are triggered based on the flight entry request, facilitating greater awareness and ensuring the relevancy of the information to travel agents. In this way, airlines can communicate more efficiently on routes, promotions, special offers and ancillary products to the travel agent's desktop and the agents can thus provide enhanced consultation to the end customer.

Jarkko Konttinen, Head of Global Marketing Communications, Finnair, said: 'Amadeus Banners allows us to differentiate our brand through the use of images and graphic displays to better feature our messages. This format is more visually powerful and has provided us with the maximum impact for our campaign. In addition to this, with the advanced reporting capabilities we have been able to accurately analyze the effectiveness of the campaign and track our return on investment.'

Frédéric Spagnou, Vice-President, Airline Business Group, Amadeus, said: 'Being able to promote and retail their products through the travel agency channel will help airlines gain competitive edge by maximizing their selling opportunities beyond simple price and route differentiation. This enhances their ability to drive incremental revenues and also helps travel agencies to better understand qualitative or quantitative differences between offers, therefore enabling customers to select their perfect choice with more accuracy.'

Amadeus Banners brings significant benefits to travel consultants providing them with key tools that can help them deliver enhanced service to their clients. By being able to instantly access additional and relevant information about the product to sell, it offers the agent the possibility to give extended consultation and the ability to easily compare, highlight additional services and alternatives relevant to the passenger's travel plans.

Amadeus has also launched Amadeus Flight Features, which complements Amadeus Banners in helping airlines differentiate their brand and better communicate their offer through the travel agency channel. With this functionality an airline can choose to display the added value features of their on-board, ground or other services linked to a specific flight that could determine the traveler's choice.

The Amadeus Airline Retailing Platform, developed in collaboration with major carriers, transforms the GDS from a pure distribution channel to a retailing platform which will provide airlines increased efficiency, target marketing and brand differentiation opportunities today offered by airlines' direct channels. Additional functionality will be introduced over the next two years.

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

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