

# Amadeus Metabooking

boosting conversion in the metasearch channel

amadeus

## Travellers want

- ✓ Choice
- ✓ Transparency
- ✓ Comparison

48 searches across 8 sites on average

1/3 of travellers use Metasearch @shopping



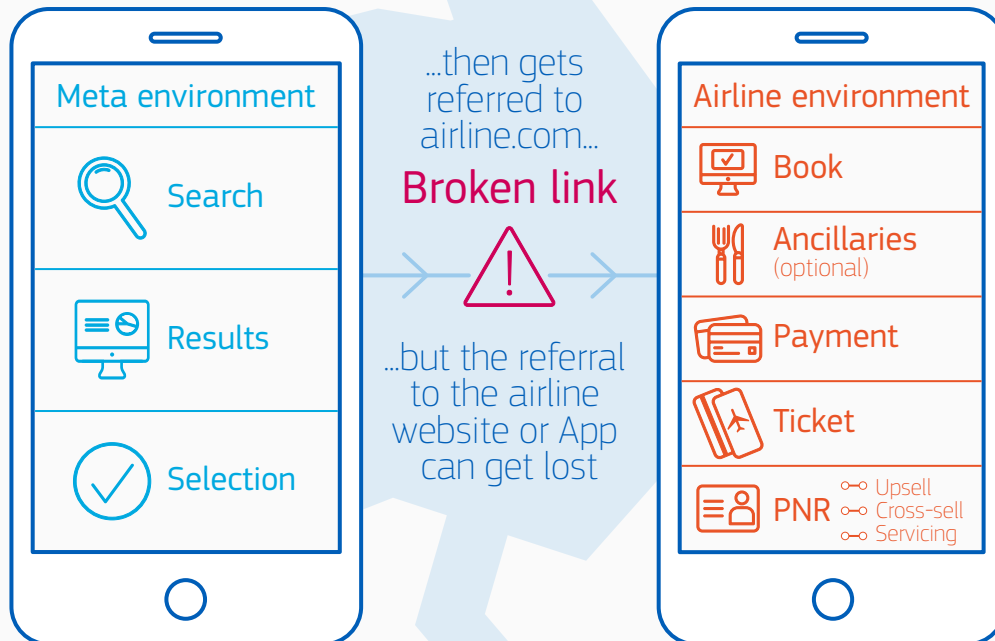
Mobile growing fast but referral to airline App or website can get lost

70%

of airline.com bookings are intermediated

## Referral scenario

Traveller starts shopping on metasearch...



## Metabooking scenario

Only one, **uninterrupted**, traveller shopping flow

- + Conversion
- + Traffic monetisation
- + User experience

