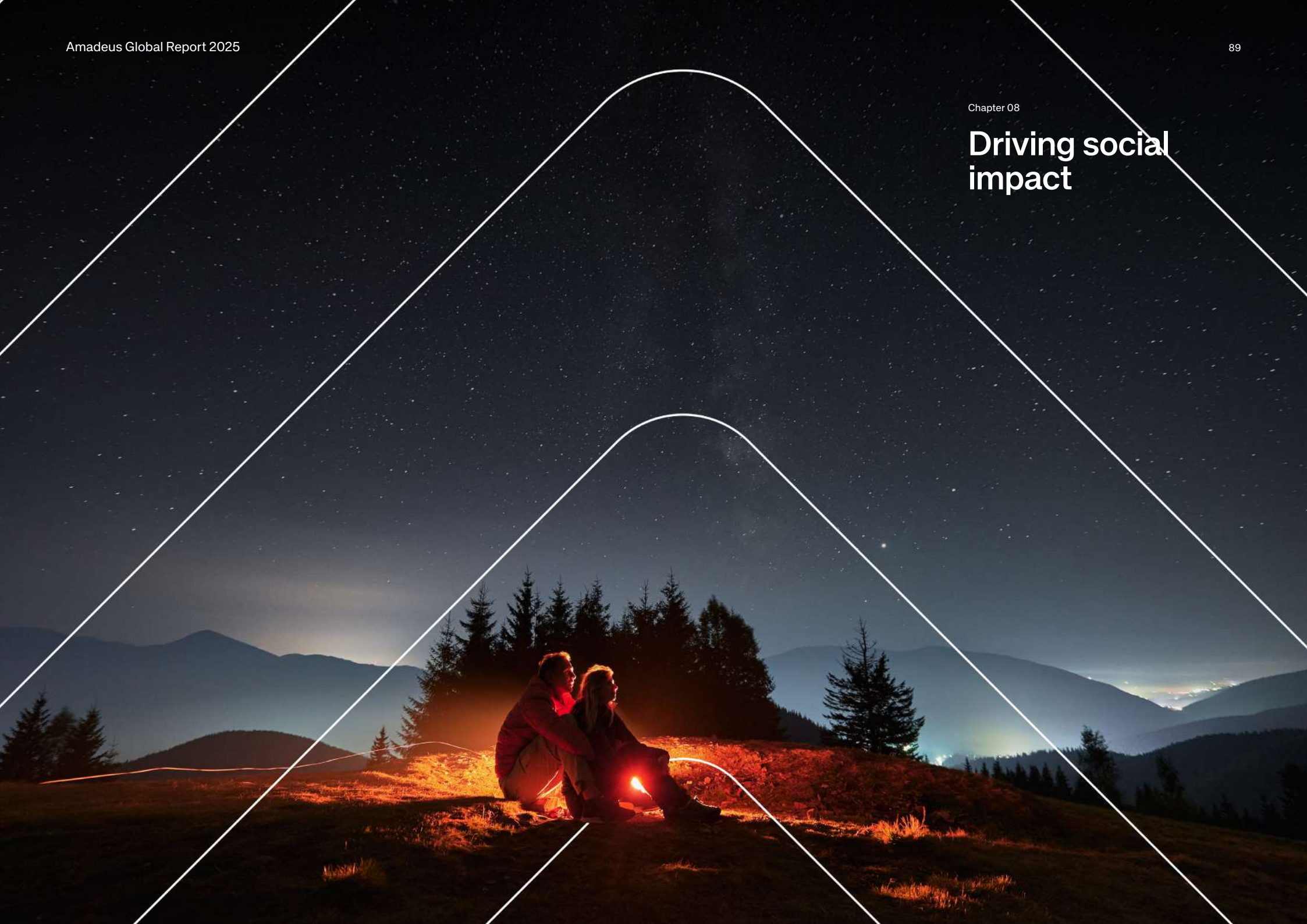


Chapter 08

Driving social impact



Maximizing the positive impact of travel on society

At Amadeus we want to help make travel a catalyst for positive social impact by supporting travelers, customers and small industry players as well as the local communities where we live and work all over the world.

In 2025 we continued our social strategy based on three pillars to enhance our impact on all our stakeholders:



GRI 3-3 (Affected communities)

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

1. Local communities: We promote inclusive and sustainable development in the local communities where we operate. We engage our people in our Community Impact Program through volunteering, fundraising and active citizenship in collaboration with non-governmental organizations (NGOs).

2. Customers: We're committed to developing technology that enables inclusive and accessible travel and that facilitates balanced tourism. We focus on designing IT solutions that are digitally accessible for everyone and that improve the travel experience—from search and booking, through the airport, to the destination.

3. Industry: We promote a more inclusive travel industry by supporting SMEs and travel professionals. We offer specialized digital training and startup programs with a focus on SMEs that have sustainability at the core of their business.

Local communities: our Community Impact Program



Medium-low impact



Through our Community Impact Program, we continued to spark change in our local communities by addressing social and environmental challenges with our resources and time.

In 2025 we increased our focus on skills-based volunteering and long-term projects. The seventh edition of Amadeus Volunteer Month enabled employees to use their skills for impact by launching three new global initiatives to strengthen our skills-based volunteering offer:

- 1. Tech4Impact:** Leveraging our engineering skills to support NGOs worldwide.
- 2. Expert support initiative:** Supporting travel and tourism impact-driven entrepreneurs with our skills and know-how.
- 3. Cybersecurity volunteering initiative:** Helping NGOs and vulnerable groups in local communities to be digitally safer.

Sustainability targets

Community investment:

€5 million
minimum per year from 2026

*Our target for 2025 was €3.5M. This target was achieved in 2025 and updated for 2026.

We also continued linking all activities to our core strategy through three themes:

1. Advancing digital inclusion
2. Building skills for jobs in travel and tourism
3. Supporting destinations

What we've invested in the community

→ **€5.1M** total value of community investment*

→ **29,530** hours dedicated by staff

*Amadeus follows the B4SI (Business for Societal Impact) methodology for community investment calculation.

What we've achieved as an outcome

→ **4,400+** staff took part in activities

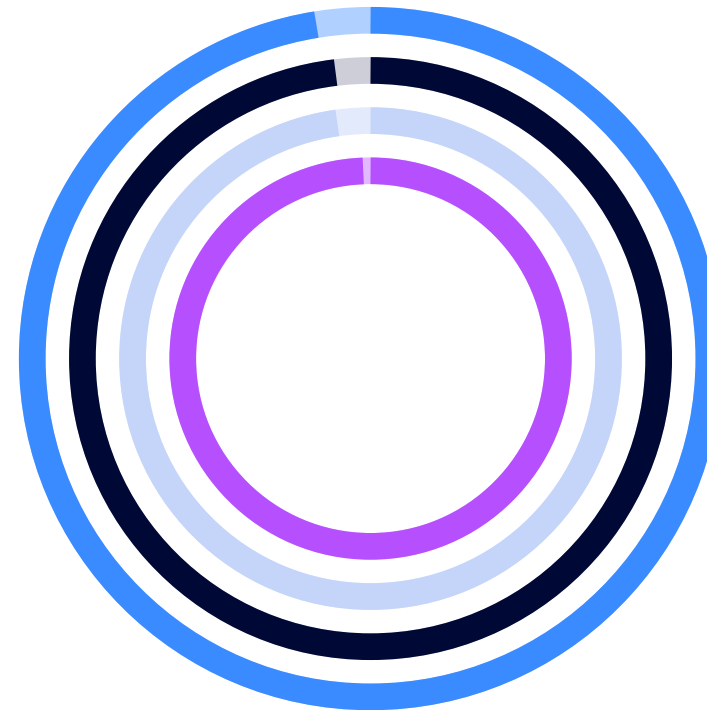
→ **320+** total number of activities

→ **81** sites

→ **230+** organizations empowered and supported

→ **51** countries

Impact on our volunteers



● **95%** are more likely to recommend volunteering to a colleague

● **95%** improved their awareness of wider social/environmental issues

● **96%** improved their sense of well-being and happiness

● **99%** are more likely to undertake more volunteering

Advancing digital inclusion

In 2025 we continued our efforts to advance the digital inclusion of NGOs, vulnerable groups and local communities at large by facilitating their access to digital technologies and resources through skills-based volunteering initiatives.

We launched the first global edition of Tech4Impact, matching our people's engineering expertise and know-how with the needs of NGOs around the world to help them overcome some of their technical challenges.

We engaged with NGOs focusing on a wide range of sustainability areas, including:

- Education
- Employability
- Sustainable travel and tourism
- Health and social well-being
- Crisis response

Projects completed through Tech4Impact included:

- GRI 3-3 (Affected communities)
- GRI 3-3 (Social inclusion of consumers and/or end-users)
- GRI 203-2

"We're extremely grateful to the Amadeus team. Volunteers were always positive and solutions-oriented, and the tools are truly user-friendly. We would like to thank Amadeus for the solutions provided; they'll help us expand our reach and inclusivity and accelerate our mission to advance Net Positive Hospitality globally. Thank you!"

● **Glenn Mandziuk**
CEO, World Sustainable Hospitality Alliance



Amadeus volunteers facilitate STEM tutorials for children in Philippines.

- Developing AI tools to enable the digital inclusion of children with disabilities.
- Creating new online platforms to connect travelers with volunteering opportunities.
- Improving NGOs' internal processes to enable greater efficiency when delivering critical humanitarian relief.
- Enhancing NGOs' website performance.

Tech4Impact in figures

22 NGOs supported

NGOs by category:

- Education 7
- Employability 6
- Sustainable travel and tourism 4
- Health and social well-being 3
- Crisis response 2

27 projects

- 33% Web
- 26% AI & data
- 19% back-end & platform
- 11% User experience
- 11% Mobile



365 volunteers took part



6,970 volunteering hours achieved



24 Amadeus sites involved



14 tech skills

Impact on NGOs:



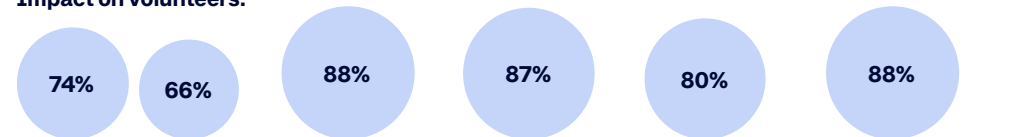
100% said Tech4Impact provided access to experts & solutions otherwise difficult to obtain

83% reached more beneficiaries (e.g. expanded to new locations) or spent more time with them

100% improved existing or provided new services

100% would participate again in Tech4Impact or a similar Amadeus initiative

Impact on volunteers:



74% improved their job-related skills

66% improved their engineering skills

88% expanded their internal network across the company

87% are more likely to recommend volunteering to a colleague

80% increased their awareness of social or environmental issues

88% enhanced their sense of pride and belonging



Amadeus volunteers discuss with Travel With A Mission reps how to best support their technical challenges.

To promote the digital inclusion of local communities around cybersecurity topics, we engaged over 200 employees and organized global awareness sessions with vulnerable local groups in countries such as Bulgaria, France, India, Thailand and the United Kingdom to equip them with basic cybersecurity knowledge.

Amadeus Cares Thailand continued to collaborate with the Thai Child Development Foundation (TCDF), empowering locals and children with disabilities through a learning lab, computer donations and didactic workshops.

In Spain we partnered with Creaica to introduce children to technology and programming through an activity with drones, while we joined ADEMTO to promote the digital inclusion of people with disabilities through a virtual travel experience.

GRI 3-3 (Affected communities)

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

We also promoted girls pursuing tech studies through the Girls Day initiative (Germany, Spain, UK), Girls in STEM scholarships (Colombia, India, Philippines) and the Amadeus Future Travelers Internship (Türkiye).

See p. 77, “Amadeus: dream destination.” [↗](#)

1. For this project we had a multi-stakeholder approach, working together with AECID (Spanish Agency for International Cooperation and Development); Entraide Nationale; the Moroccan Federation of Travel Agencies (FNAVM); the Spanish National Organization of the Blind (ONCE); and the Union for the Mediterranean (UFM).

2. A global charity funded by key industry players like Amadeus that helps young people access relevant skills and experience to find jobs in our sector.

Amadeus and Fundación Tomillo: Amadeus volunteer delivers training at a joint workshop for young entrepreneurs. →

Amadeus and World Sustainable Hospitality Alliance program participants receive hospitality training in India. →

Building skills for jobs in travel and tourism

In 2025 we worked through global and local partnerships to train and mentor young people and help them acquire relevant skills to work in travel and tourism.

We joined forces with our long-term partner the World Sustainable Hospitality Alliance to improve youth employability, with a first pilot in India enabling the training of over 200 students. We enhanced their career opportunities in hospitality through employee volunteering, mentoring and introductory sessions to hospitality tech.

In partnership with AECID, ONCE and other global and local industry and governmental players,¹ we trained 100 people with disabilities in travel technology in Morocco. Participants across Casablanca and Rabat received adapted technical training in Amadeus reservations and tariffications, helping them acquire the skills necessary to work as travel agents.

We continued our long-term collaboration with the Global Travel and Tourism Partnership



(GTTP)² to help train young people in travel and tourism subjects across 17 countries, enhancing their future career opportunities in our industry.

As part of our ongoing collaboration, the Amadeus Women’s Network Singapore partnered with Women in Aviation International (WAI) Singapore to organize and sponsor an impactful career guidance event to inspire girls to pursue careers in aviation, with over 800 attendees.

See p. 77, “Amadeus: dream destination.” [↗](#)

We also rolled out educational workshops in Bulgaria, the Czech Republic, Costa Rica, East Africa, Romania and Slovakia to equip young students with skills and knowledge to enhance their future employability in the travel and tourism sector.

To support young entrepreneurs in Spain with scaling up their business, we partnered with Fundación Tomillo to carry out a mentoring workshop where Amadeus volunteers and leaders leverage their skills and unique expertise to meet beneficiaries’ needs.



Supporting destinations

In 2025 we continued to promote the long-term sustainability of local communities and destinations by helping vulnerable groups with their basic needs and by supporting the environmental preservation of areas that are key for destinations.

We renewed our global partnership with Airlink.³ This collaboration remains key to scaling up our humanitarian crisis-response efforts, linking our aviation and travel expertise with our collective resources to ensure that aid supplies and emergency personnel reach some of world's most vulnerable communities.

We also launched the second global edition of our Expert Support initiative, as part of our Travel4Impact program, where 55 volunteers supported 23 travel and tourism entrepreneurs. Its aim is to help increase the sustainable growth of these businesses at local destinations.

Across the world, Amadeus volunteers demonstrated their determination to help vulnerable groups and local communities through their efforts.

3. Airlink is a global humanitarian nonprofit organization delivering critical aid to disaster-affected communities by providing free airlift and logistical solutions to a network of more than 200 nonprofit partners.

GRI 3-3 (Affected communities)

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

This included:

- Waste collections, cleanups and reforestation efforts (e.g. in the Benelux region, Brazil, China, Estonia, France, Germany, Greece, Hong Kong, Japan, Malaysia, Poland, Taiwan, Türkiye, the United Arab Emirates and the United Kingdom).
- Support to food banks, soup kitchens and basic goods collections (e.g. in Colombia, Italy, Mexico, Portugal, Spain and the US).
- Rehabilitation of local infrastructure (e.g. in Morocco and South Africa), and fundraising and donation events (e.g. in Australia, Hungary, Lithuania and Romania).



Germany: Amadeus volunteers collect waste to help preserve their local natural environment.



France: Amadeus volunteers clean their local beach.

Customers: our solutions at the service of all



At Amadeus, we aim to facilitate equal access to our products and services and to support more inclusive and accessible travel. We do this by leveraging technology to improve the travel experience—particularly for underserved groups—and to contribute to positive social outcomes for host communities at destinations.

Sustainability targets

Digital accessibility:

Complete assessment of digital accessibility by design for B2B solutions by 2025

Ensure B2C solutions' compliance with Web Content Accessibility Guidelines 2.1 audit criteria—100% existing B2C solutions by 2030.

Embedding accessibility in our products and services

We believe technology should be accessible for every user. That's why we're designing and building products that everyone—regardless of their abilities or background—can easily interact with.

In 2025 we strengthened this commitment by embedding digital accessibility as a standard nonfinancial requirement (NFR) across the Amadeus product life cycle. This means accessibility is considered from the earliest stages of development, ensuring that our products and services are usable by everyone, regardless of ability, age or background.

In 2025 the Amadeus Airport team began redesigning Seamless Travel solutions to prioritize individual needs. This means considering visual, tactile, mobility and hearing requirements from the start, not as an afterthought. We align with international frameworks such as ADA, ISO, W3C and ICAO, and integrate certified biometric security and privacy-by-design principles.

Our approach delivers practical impact through:

- **Kiosks:** Modular, intuitive interfaces with tactile and voice guidance, ensuring independence for all passengers.
- **Bag drops:** Self-service stations designed for ergonomic reach and multi-sensory feedback.
- **Gates and corridors:** Touchless biometric flows that reduce physical barriers and queues, improving safety and the traveler experience.

By embedding accessibility into these solutions, we create environments where every traveler feels confident and supported.

“Through Amadeus biometric solutions for airports, airlines and border control, we're incorporating accessibility by design and ensuring that users with accessibility needs are part of the process from the start point. By working together to make the travel experience more accessible, we're enabling an inclusive and sustainable travel ecosystem for all.”

Rudy Daniello
Executive Vice President,
Amadeus AirOps

Accessibility is equally critical in corporate travel. Amadeus Cytric, our travel and expense platform, continues to advance compliance with the European Accessibility Act (EAA) and the Web Content Accessibility Guidelines (WCAG) 2.1 AA standards. Our Accessibility Center of Excellence monitors WCAG updates and partners with a leading digital accessibility platform to enhance engineering proficiency and ensure ongoing compliance.

For leisure travelers, accessibility is also important. Amadeus Discover, our platform for curated destination experiences, has made significant efforts toward digital accessibility. We've improved our user experience for all by complying with accessibility standards (following WCAG 2.1) for this new traveler app. Key steps included training the Discover team to enhance their accessibility expertise and creating accessibility guidelines for designers and developers.

In 2025, we continued to integrate accessibility in every new component of the app, such as the booking flow.

Developing solutions for accessible travel

“Promoting accessibility awareness and training and adapting travel technology processes and hardware to meet travelers’ accessibility requirements will transform the travel experience for all. We have a responsibility to make the world of air travel more inclusive, and it’s through collaboration with partners such as Amadeus that we can work toward this common goal.”

● **Michael Swiatek**
Chief Strategy and Accessibility
Officer, Abra Group

We leverage technology to ensure that transportation, accommodation and experiences are accessible to all, regardless of ability, age or circumstance. In 2025 we continued to make advances in using technology to transform the travel experience for underserved travelers—particularly those who feel vulnerable or face challenges when traveling.

One example is Amadeus Ancillary Services, a fully automated omnichannel solution that helps airlines create, manage and sell their ancillary offers more efficiently. It enables accessibility requirements to be added during bookings and guarantees the smooth provision of accessibility services throughout the entire traveler experience.

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

Innovation has significantly improved the border-crossing experience for elderly and disabled travelers. Amadeus Seamless Corridors use AI-enabled biometrics to validate identities “on the move,” eliminating queues and document checks. Initially deployed for older travelers and travelers with disabilities, these wide corridors provide a fast, secure and dignified border-crossing experience.

Accessibility is a shared responsibility across the travel ecosystem. In 2025 we continued to lead industry collaboration through initiatives such as an Accessibility Services Task Force, which brings together airlines, airports and travel sellers to improve the use of Special Service Request (SSR) codes. These codes standardize assistance for passengers with disabilities, making it easier for travelers to receive the support they need.

We also joined the International Air Transport Association (IATA) Accessibility Task Force and the Global Business Travel Association (GBTA) Foundation’s Accessibility for All initiative, reinforcing our commitment to industry-wide progress. These partnerships enable us to influence standards, share best practices and accelerate innovation for inclusive travel.

Internally, we conducted awareness and training sessions for customer-facing and product teams. These sessions focused on understanding accessibility risks and opportunities, evolving regulatory expectations, and how Amadeus can deliver seamless and accessible solutions.

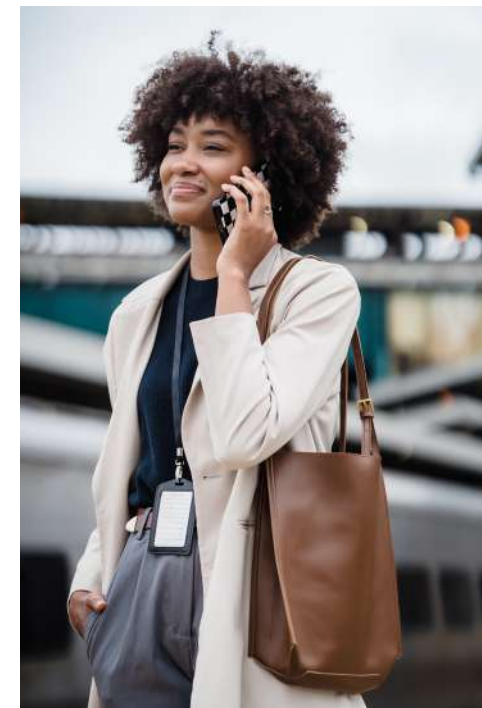
Enabling balanced tourism through data and technology

At Amadeus, we believe balanced and sustainable tourism means meeting the needs of destinations, travel providers, and travelers alike. Our goal is to create lasting value for communities by encouraging travel that is both meaningful and mindful, promoting purpose-driven journeys, supporting balanced visitor flows, and enabling sustainable practices.

Through data and technology, we help destinations manage tourism more effectively, improve traveler satisfaction, and foster inclusive development. By analyzing traveler behavior—who visits, when, why, and how—destinations can design smarter strategies that reduce pressure during peak seasons, redistribute demand, and promote alternative destinations and experiences.

Our Destination Management Organization (DMO) solutions provide actionable insights for targeted marketing campaigns, enabling travelers to make informed decisions about where and when to travel. These solutions also encourage sustainable transport options such as rail, contributing to lower emissions and more responsible travel choices.

Innovation drives this agenda forward. Through Lift, Amadeus’ innovation framework, we have introduced a dedicated track to incubate sustainability-related solutions. Employees are encouraged to propose ideas that create positive impact for people, places, and the planet. In 2025, one selected idea focused on promoting alternative activities and experiences to deliver tangible benefits for destinations.



Industry: supporting startups, impact entrepreneurs, and travel and tourism professionals

Medium-low impact



2023–2025 Sustainability targets

Improve the digital skills of travel and tourism professionals

180,000+
industry professionals upskilled

Help small travel and tourism businesses thrive

3,000+
startups and small businesses supported

Empower entrepreneurs that foster travel and tourism for good

100+
impact-driven entrepreneurs supported

We're committed to empowering people who rely on travel and tourism to make a living. In 2025 we continued to focus on increasing the digital skills of industry professionals and supporting the growth of SMEs, especially those focused on making a positive impact.

GRI 3-3 (Workers in the value chain)

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

Upskilling travel industry professionals

To help bridge the digital gap and contribute to building a more sustainable industry, we continued to focus on making learning experiences available to customers so they can upskill their workforce.

	Self-paced e-learning	Instructor-led training	Resources	Certificates
Travel sellers	✓	✓	✓	✓
Corporates	✓	✓	✓	✓
Future travel sellers (students)	✓	✓		✓
Hospitality	✓	✓	✓	✓
Airlines	✓	✓	✓	✓
Airports	✓			

In 2025 our learning services conducted their first social-impact measurement exercise to show how they benefit travel and tourism professionals and drive positive social change by adapting learning to each audience.

We developed an impact map and metrics showing how our learning services across sectors support positive outcomes for current and future travel professionals. Key highlights appear in the following illustration.



GRI 3-3 (Workers in the value chain)

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

Impact of upskilling industry professionals

Current industry professionals

Do my job better

Enhancing the confidence and autonomy of professionals by supporting their progress in their roles with role-specific skills

Improving productivity and efficiency in professionals' performance through the daily adoption of tech-based solutions

Increasing the productivity and competitiveness of businesses through the integration of technology in their operations

Professional development

Strengthening a sense of fulfillment, and fostering feelings of belonging and indispensability

Supporting career growth by building in-demand knowledge and skills.

Future industry professionals

Professional development

Increasing confidence and autonomy, and supporting students to develop themselves for future roles in the industry

Enhancing professionals' profiles with industry-recognized certifications

Boosting the employability of students through access to a wide range of job opportunities that demand specific tech solutions

Up to date with the latest travel technology

Raising awareness of industry updates on tech-based solutions

Developing basic and advanced knowledge of Amadeus solutions and how to use them effectively

In 2025, Amadeus:

→ **Upskilled over 55,960 industry professionals**, helping to address the shortage of digital skills in the sector

→ **Delivered 977 online certificates** on a wide range of travel technologies (self-paced online learning paths)

→ **Collaborated with more than 900 schools** in travel and tourism

→ **Certified 10,822 students** worldwide

Helping the smallest players of our industry thrive

SMEs represent 80% of the global travel and tourism sector, according to the World Travel and Tourism Council (WTTC).⁴ By supporting startups and SMEs and ensuring they're included and empowered in the travel ecosystem, we make the entire industry move forward.

That's why in 2025 we joined Together in Travel⁵—a WTTC initiative—to empower SMEs with resources and opportunities to thrive.

In parallel, through our Amadeus startup teams, we kept our commitment to supporting travel tech entrepreneurs by providing training and knowledge-sharing sessions, mentoring, communication opportunities and access to new collaboration possibilities. Altogether, we supported 1,200 travel tech startups in 2025.

The Amadeus Ventures team screened more than 200 travel tech startups in 2025. In terms of business collaboration with startups, Amadeus Cytric and sustainability specialist Squake partnered to offer advanced sustainability solutions for business travel. By integrating the SQUAKE CO₂ solution into the Cytric business travel management platform, travelers and travel managers can reduce CO₂ emissions from business travel.

4. For more information, see <https://wttc.org/social-impact/inclusion-diversity-social-impact> and visit www.wttc.org

5. World Travel & Tourism Council (WTTC) (September 25, 2025). "Tech is not just a tool; it is your travel business's ticket to transformation."

6. www.amadeus.com/en/sustainability/social/travel4impact

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2

Further empowering entrepreneurs who create positive change

In 2025 we strengthened our support for travel and tourism entrepreneurs addressing social and environmental challenges.

Within the fifth edition of our Travel4Impact program⁶—a global social innovation program for impact entrepreneurs in travel—24 impact entrepreneurs completed the four-month training phase led by our academic partner IE University. This included live workshops, self-paced videos, practical exercises, group tutoring and collaborative sessions.

In addition, 80 impact-driven entrepreneurs from the global Travel4Impact alumni network benefited from a range of opportunities to keep growing and amplify their impact.

This included:

- Expert support from Amadeus experts: 24 entrepreneurs were supported by 55 different Amadeus professionals, who volunteered to help them address some of their business challenges.
- Masterclasses on AI and digital marketing were given by Amadeus and IE University representatives, equipping impact-driven entrepreneurs with the knowledge to master digital tools for their businesses.
- Networking opportunities at events like FITUR Madrid, ITB Berlin or World Travel Market (WTM), where we organized face-to-face gatherings.
- Connection with relevant Amadeus teams to foster growth and innovation.



Travel4Impact participants and Amadeus contributors gather at FITUR, one of the world's leading tourism trade fairs (Madrid).

Overview of the 5th edition of Travel4Impact

Type of business

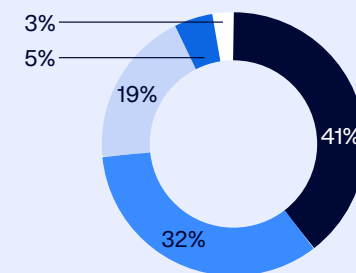
16 Travel agencies and tour operators

3 Accommodation services

3 Destination experiences

2 Booking platforms and aggregators

Impact areas



- Host community empowerment
- Local sustainable economic development
- Nature conservation
- Cultural heritage protection
- Accessibility and social inclusion

We believe in the power of collaboration, and in 2025 we also sponsored synergetic initiatives for impact entrepreneurs. For the second year in a row, we sponsored the Social Entrepreneurs in Tourism Competition,⁷ which received 196 applications across 66 countries in 2025. We were part of the jury assessing social innovation projects, offered a masterclass on impact measurement to the 10 finalists, and appointed one mentor. Alongside the organizer and previous finalists of the competition, we participated in a panel on social entrepreneurship at ITB Berlin to share how we support social entrepreneurs.

7. www.socialtourismcompetition.com/About

We also joined forces with UN Tourism to sponsor their 2025 Social Innovation Challenge, which aims to empower entrepreneurs in travel and tourism, strengthen communities, enhance accessibility and promote green-tourism practices.

“Our collaboration with Amadeus, as an international technology company, is extremely valuable. Together, we’re strengthening our network and further developing the social entrepreneurship community—an effort that’s both important and deeply rewarding. We’re delighted that this partnership has created a true win-win-win situation for social entrepreneurs, the competition and Amadeus.”

• **Prof. Dr. Claudia C. Broezel**
Founder, Social Entrepreneurs in Tourism Competition



Cecilia Serravalle, Social Impact Manager at Amadeus, speaking on a panel at ITB Berlin.

GRI 3-3 (Social inclusion of consumers and/or end-users)

GRI 203-2