

Chapter 04

Hospitality and Transversal Solutions



Hospitality

Medium-low impact



2025 has been a year of steady progress for travel. Industry recovery continues, with international tourism growing by 5% in the first half of the year compared to 2024, reflecting gradual improvement. Travelers want more personalization, flexibility and seamless experiences—and hoteliers are responding with smarter technology and integrated platforms.

Occupancy is on the rise, with regions such as the Middle East and Asia-Pacific showing strong growth prospects in the coming years. Nevertheless, overall occupancy remains below pre-pandemic levels, signaling room for recovery and strategic action.

Capturing guests across multiple channels significantly influences hotel performance. The direct web channel (brand.com) has grown by 5% since 2019, now representing 30% of demand and enabling hotels to collect valuable guest data that fuels engagement and loyalty initiatives. Yet, this is not the only area of growth—online travel agencies have also increased their share by 2% over the same period and remain critical for demand generation. However, hotels must carefully manage the financial implications of reliance on online travel agencies to safeguard profitability.

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This dynamic puts additional pressure on hotels to drive Revenue per Available Room (RevPAR) and Average Daily Rate (ADR). While both metrics have seen growth largely due to inflation, merchandising will be essential to unlock further gains and enhance overall profitability.

Hotels are embracing data-driven marketing and omnichannel strategies to drive profitable demand, especially in mid-market and leisure segments, while addressing staffing shortages and disconnected systems. Looking ahead, Amadeus is shaping hospitality's future by connecting data, technology and people to deliver personalized experiences that build loyalty and results. The opportunity isn't just solving today's challenges—it's reimagining hospitality.

"We chose to move forward with Amadeus based on the potential we saw in the Amadeus Central Reservation System (ACRS). We're delighted to now be live across all our North American hotel properties and look forward to the continued innovations possible through our partnership with Amadeus."

● **Sarah Fults**
Vice President Distribution,
MGM Resorts International



With an addressable market of about USD 14 billion, Amadeus is poised for significant growth, and we aim to become hospitality’s no. 1 technology provider. This ambition is fueled by innovation, partnership and the belief that hospitality is central to Amadeus’ success. By uniting teams to achieve milestones (from cloud migration to strategic partnerships), we drive resilience and growth, ensuring every employee helps shape a stronger future for travel.

Investment in travel technology is accelerating across both hotels and destinations, driven by the need for efficiency and resilience. Hotels are channeling funds to optimize operations, capture guest data, and strengthen loyalty programs. *Amadeus’ Travel Technology Investment Trends* report showed that hoteliers planned to increase technology spend by approximately 16% in 2025, with 85% of hoteliers citing personalization as a key driver of revenue growth of more than 5%.

At the same time, destinations are investing in digital tools such as AI-driven analytics and media to manage visitor flows and enhance

the traveler experience. These investments respond to rising guest expectations and the industry’s imperative to improve profitability, reduce dependency on intermediaries, and future-proof against market volatility.

Sustainability continued to gain momentum in 2025 as hotels and destinations invested in solutions that support long-term efficiency, guest trust, and responsible growth. Key milestones included the launch of estimated CO₂ emissions for hotels within the Amadeus Travel Impact Suite, the integration of Accor’s accessibility data into distribution systems, and new sustainability features in Amadeus HotSOS* to help reduce waste. And with ForwardKeys now part of our Travel Intelligence offering, we enabled Destination Marketing Organizations (DMOs) to address challenges like overtourism with more precision and foresight.

Together, these advancements reinforce a core theme of the year: technology isn’t just improving performance—it’s helping the industry build a more resilient and future-ready travel ecosystem.

Travel intelligence



Medium-low impact



In 2025 travel intelligence became a truly transversal capability with the acquisition of ForwardKeys, a leading provider of real-time predictive travel analytics. This move combines ForwardKeys’ global air travel datasets and forecasting models with Amadeus’ comprehensive travel data to create a powerful intelligence engine. By integrating insights into every stage of the journey, from planning and booking to operations and guest experience, we’re empowering decision-makers in hospitality, customers and beyond to anticipate traveler behavior and make smarter decisions.

During the year, we introduced the Amadeus Advisor™ chat capability into Amadeus Agency360® and Amadeus Demand360®, giving hoteliers instant access to tailored insights and performance analytics. Amadeus Advisor has since evolved into a dedicated hospitality solution that blends predictive analytics with real-time data, helping teams make faster, smarter decisions without complexity.

Through strategic collaborations with Microsoft and Accenture, we’re embedding advanced AI and cloud capabilities into hospitality workflows—accelerating

innovation and enabling hotels to deliver more personalized, efficient guest experiences.

New AI enhancements in Amadeus MeetingBroker® are transforming group bookings. Its email-to-RFP feature uses AI to convert inbound inquiry emails into contextual, property-specific requests for proposal (RFPs), streamlining workflows and boosting conversion potential.

AI agents now automate complex tasks and deliver instant, data-driven insights across operational analysis and reporting.

The expansion of travel intelligence has been a game-changer for DMOs and convention and visitor bureaus (CVBs), providing deeper visibility into traveler behavior and campaign performance. For example, Amadeus Navigator360™, now Amadeus Destination Gateway, enabled Chile’s national tourism board (SERNATUR) to align campaign timing and targeting by analyzing air search behavior, booking trends and air capacity.

“The data insights provided by Amadeus Agency360® and Amadeus Demand360® have allowed us to craft successful strategies that generate revenue and enhance our market position.”

Darrell Stark
Vice President Sales, Revenue and Distribution Strategy, Noble House Hotels & Resorts



Olivier Ponti, Director of Market Intelligence & Insights at Amadeus.



Laurens Van Den Oever, VP Sales, Destinations & More at Amadeus.

Travel media

Medium-low impact



Amadeus’ digital media capabilities grew in scale and sophistication during the year. We expanded campaign activation for destinations and airlines across Asia-Pacific and rolled out our proprietary Demand Side Platform (DSP) globally, covering the Americas, Europe, the Middle East and Africa. DSP gives customers access to exclusive travel audiences, AI-powered optimization, and advanced attribution. Together, these capabilities link media performance to arrivals and to measurable return on investment (ROI).

Millennium Hotels & Resorts Europe and The Beaumont Mayfair delivered exceptional returns through high-quality data, precise targeting, and cross-channel execution, while destinations such as the Singapore Tourism Board and The Palm Beaches used DSP-driven campaigns to reach new audiences and generate incremental demand. Partnerships with the Department of Culture and Tourism – Abu Dhabi (DCT Abu Dhabi) and Adeera strengthened our footprint across the Middle East.

We also introduced Amadeus Hotel Metasearch, an omnichannel marketing solution for third-party Central Reservation

System (CRS) partners. Already adopted by several customers, it combines integrated delivery and reporting to drive direct bookings and loyalty.

The Ascott Limited amplified its global presence with targeted campaigns and our metasearch solution to drive more direct traffic.

Additionally, we launched a modern Travel Seller Media Reporting Platform built on Microsoft’s Power BI data visualization tool, offering intuitive dashboards, multicurrency support, and up to 24 months of historical data. New features give hotels greater visibility into agency-generated demand, including a dedicated view of Global Distribution System (GDS) media-driven business.

To expand visibility across the ecosystem, we introduced Sabre Sponsored Property, extending multi-GDS exposure across Amadeus, Sabre, and Travelport. Targeted campaigns delivered measurable impact for hotels and destinations, including Artyzen Singapore’s successful GDS media launch and a KPI-based campaign that helped The Palm Beaches boost occupancy by 20%.

“The collaboration with Amadeus has been instrumental, with increase in demand and yielding desired business for our destination. The targeted campaign and enticing offers truly made a difference.”

● **Erick Garnica**
Vice President Global Leisure Sales,
Discover The Palm Beaches

Hospitality distribution



Medium-low impact



In 2025 Amadeus strengthened its position as a trusted global B2B distribution partner by unifying GDS content, Amadeus Value Hotels rates (discounted hotel rates distributed through Amadeus’ GDS) and key aggregator agreements through the Amadeus Travel Platform. Migrating hotel distribution systems to the cloud improved speed, reliability and content depth.

Enhanced visibility and engagement, estimated CO₂ data for hotel stays, and new merchandising capabilities give travel sellers modern retailing options. We also expanded global partnerships as customers activated more content and connectivity features.

Commercially, we extended our reach with new agreements—including with French multinational hospitality company Accor—and reinforced long-term partnerships across North America; Europe, the Middle East and Africa; and Asia-Pacific. Adoption of Amadeus’ hotel distribution offering continued to grow as customers embraced broader content and connectivity.

Mobility

In January 2025 Air Europa became the first airline to integrate Amadeus Value Cars™ (AVC) directly into its website, simplifying car-rental content management and expanding reach across 191 countries.

“Amadeus is a very important part of our distribution landscape—connecting us to online travel agencies, travel management companies, airlines and more. Especially in the US market, Amadeus helps us grow by reaching new customer segments and increasing brand visibility.”

● **Susanne Hohenstein**
Vice President Global Partner
Business, Sixt

See p. 29, “Travel sellers.”

Reservations and property management



Medium-low impact



Modernization remained a core priority in 2025, led by the Amadeus Central Reservation System (ACRS).¹

ACRS is key for hospitality because it brings everything together in one modern platform. By unifying distribution and retailing, it eliminates complexity and reduces manual processes, giving hoteliers a more efficient way to manage demand. And with its scalable, API-first architecture, ACRS provides a future-ready foundation that supports innovation and seamless integration with emerging technologies—keeping hotels competitive in a rapidly evolving market.

Strategic partnerships amplified its impact. Our collaboration with the global customer relationship management (CRM) platform Salesforce integrated Service Cloud, its customer service platform, with ACRS, reducing call center handling times by

40% and enabling personalized upselling. Momentum with global chains accelerated: Accor, which signed in 2024 and announced its choice of Amadeus as its new Central Reservation System provider that year, began operational implementation in 2025. Marriott launched its first live properties, and MGM Resorts International completed deployment across North America. Ascott also embraced Amadeus solutions to strengthen its mid-tier portfolio, leveraging advanced connectivity and retailing capabilities to enhance guest engagement and operational efficiency.

Other solutions in the portfolio continued to evolve: iHotelier® introduced new payment services powered by Outpayce®, our payments business, improving conversion and compliance, while a pilot with Sensible Weather, a provider of embedded weather-protection insurance, will offer travelers optional weather-protection coverage without added technical complexity for hotels.

With our guest management solutions, we introduced enhanced dashboards as part of our Hospitality Data Reporting Platform, giving hoteliers more actionable insights on engagement, marketing, loyalty and revenue—all in one centralized, intuitive interface. Our website solutions now include generative AI capabilities to instantly create image descriptions and optimize text, delivering faster updates and smarter content.

Together, these innovations reinforce ACRS and the broader reservations ecosystem as a central enabler of modern hotel operations, helping hoteliers capture profitable demand, streamline workflows and deliver seamless, personalized guest experiences.



“Partnering with Amadeus and leveraging the iHotelier® suite represents a key milestone for us. We were looking for a technology provider that could support our ambitions, streamline our operations, and most importantly, enhance our guest experience.”

● **Dr. Niran Chawla**
CEO, B2 Hotels

1. Our API-first platform built to transform retailing, distribution and connectivity for global and mid-market hotel chains. ACRS provides a single, integrated foundation that helps hoteliers connect every channel, personalize the guest experience and unlock new revenue opportunities. By centralizing reservations and enabling seamless integration with other systems, ACRS empowers hotels to stay competitive in a fast-changing market.

Sales and catering

Medium-low impact



Our sales and catering portfolio advanced meaningfully, with upgrades focused on efficiency and user experience.

Enhancements included:

- **Optimized workflows in Delphi®, our cloud-based sales and event management platform for hotels**
- **A refreshed interface and email-to-RFP automation in MeetingBroker**
- **Expanded booking capabilities in Delphi® Direct, our real-time group sales collaboration tool for hotels**
- **Improved visual tools in Delphi® Diagramming, our visual planning tool for event spaces**

Accor selected Delphi as its preferred sales and catering platform for premium and luxury brands globally. Our minority investment in hivr.ai, an AI virtual assistant provider for travel and hospitality, will expand the automation of group sales across fragmented channels. This will include developing an interface with Delphi and complementing MeetingBroker to provide hoteliers with expanded channels, enhanced connectivity, and AI-powered automation. Customers such as the iconic British motorsport and event venue Silverstone have already

achieved significant revenue growth through enhanced productivity and sales management.

Together, these innovations simplified sales and boosted operational efficiency across our hospitality portfolio—and extended beyond hotels. A standout example is Silverstone, which partnered with Delphi to transform its sales process and strategy, driving 100% year-over-year revenue growth.



Nicola Black, Senior Sales Manager, Silverstone.

Hayley Smith, Head of Sales, Silverstone.

“We spoke to industry counterparts. We knew Delphi® was a global leader within the industry, and we felt that was exactly what we were looking for.”

● **Hayley Smith**
Head of Sales, Silverstone

Service optimization

Medium-low impact



Amadeus HotSOS® and Amadeus HotSOS® Housekeeping, our hotel operations solutions, continued to set the standard for operational excellence in the hospitality industry, helping hotels optimize service delivery, support staff productivity and create exceptional guest experiences.

In 2025 development focused on addressing fragmented workflows, reliance on manual tracking and limited labor visibility. Enhancements prioritized security, user experience and expanded digital engagement across the guest journey.

Security upgrades included single sign-on (SSO)² and alignment with ISO 27001 security standards. Operational efficiency improved with new dashboards: the Attendant Productivity Dashboard (HotSOS Housekeeping) for real-time staff performance insights, and the Guestroom Planner (HotSOS) for visualizing and managing scheduled work, preventive maintenance, and overdue tasks.

Accessibility updates across desktop versions enhanced visual clarity and screen-reader compatibility, aligned with Web

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Content Accessibility Guidelines (WCAG) for inclusive usability.

Amadeus also expanded its ecosystem through collaboration with hospitality guest-experience platform Canary Technologies, integrating AI-powered guest messaging with HotSOS to automatically convert guest requests into actionable tasks—reducing admin effort and enabling faster, more consistent service.

“HotSOS® provides opportunities to expand our operations through integrations. These integrations allow guests to make requests via their in-room TV, through AI chatbots, and by using voice technology. These requests are streamlined through HotSOS to the appropriate teams for prompt service delivery.”

● **Moshe Cohen**
Applications Trainer, Fattal Hotels

2. Single sign-on (SSO) enables users to authenticate once to gain access to multiple systems, strengthening access control while simplifying user authentication.

Working with customers and partners to drive hospitality forward

Medium-low impact



We support customers of all sizes with solutions that drive growth and exceptional guest experiences. Our commitment shows in our Net Promoter Score (NPS), rising from +24 in 2024 to +30.7 in 2025.

In 2025 we expanded our ecosystem with Shiji Group, a global hotel technology provider, to offer hotels a complete hospitality technology suite, and we strengthened above-property³ capabilities through Salesforce. Our alliance with airline revenue management technology provider FLYR added advanced revenue optimization, while partnerships with online travel agencies Expedia, Booking.com and Agoda, as well as our renewed Google Premier Partner status, amplified our global reach. And we partnered with global consulting and technology firm Accenture to build the Amadeus Travel Advertising Platform (ATAP) for our new Media business.

Amadeus continues to help hospitality providers deliver seamless, personalized journeys that strengthen guest loyalty and drive growth. By connecting smart insights, operational tools, and relationship-driven solutions, we support customers at every step of the guest experience—and ensure they have what they need to attract the right guests, operate efficiently, and build lasting success.



3. “Above-property” denotes systems operated centrally across a hotel group, rather than at individual property level.

Outpayce

Outpayce from Amadeus orchestrates payments across the entire traveler journey, helping travel companies simplify how they accept and make payments. This includes supporting airlines, hotels and travel sellers to easily accept payments within travel-specific payment flows, through the Outpayce Xchange Payment Platform (XPP), which orchestrates the entire payment flow end-to-end and connects travel companies to a wide range of payments partners.

Outpayce also supports travel agencies to pay suppliers through its B2B Wallet solution, which provides access to a wide range of virtual cards, issued by partners or natively by Outpayce.

Working closely as part of Amadeus means Outpayce delivers value to customers in three unique ways:

1. **Unmatched data assets** help travel companies improve the quality of real-time payments decisions, reduce fraud and align payments to commercial objectives.
2. **Native travel payment flows** mean customers like airlines, hotels and travel sellers can accept payments anywhere.
3. **Technology leadership** helps customers connect to the widest range of fintech partners easily using open and cloud technology.

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B2B payments

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Through its B2B Wallet solution, Outpayce helps intermediaries (typically travel agencies) pay out to suppliers like airlines and hotels using a wide range of virtual cards. The solution includes orchestration logic that recommends the most appropriate payment method for each booking, in line with the travel agency's strategy, to boost acceptance rates, rebates and efficiency.

Transforming supplier payments with Outpayce-issued virtual cards

Traditionally, B2B Wallet has provided access to a wide range of cards from third-party issuers, but following the award of an e-money license in 2024, Outpayce has progressed with its own native card-issuing capabilities. It's now live in production, with card issuing for strategic customers.

Notably, in 2025, HBX Group, one of the world's leading travel technology companies, selected Outpayce as its strategic issuing partner to jointly address the complexity of payments across the travel ecosystem.

This partnership brings together Outpayce's



fintech innovation and travel payment expertise with HBX Group's extensive hospitality network—spanning over 300,000 hotels, 9,000 transfer providers, 500 car rental companies, and 60,000 travel sellers—representing substantial annual payment volumes.

Outpayce's newly developed, 100% cloud-based issuing platform will power virtual card payments across HBX Group's supplier distribution network and enable HBX Group to deliver embedded fintech capabilities to its travel seller partners.

This partnership represents a significant milestone in Outpayce's self-issuing strategy and validates Amadeus' decision to consolidate and invest in payments—demonstrating how two travel industry leaders can collaborate to remove friction and unlock efficiency across the value chain.



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The industry's first fully integrated booking, payment and invoicing solution for hospitality

According to AirPlus,⁴ virtual card payments made by travel agencies to hotels have increased at a 20% CAGR every year since 2006.

Offering benefits to both travel agencies and suppliers, virtual cards deliver attractive rebates, fast settlement and default protection when settling with hotels. However, several challenges remain, with low rates of acceptance, problems conveying invoices back to agencies and their corporate clients, potential for fraud and error, and inefficient manual processes.

During 2025 Outpayce worked closely with Voxel to develop One Click Stay—the industry's premium integrated booking, payment and invoicing solution for hospitality.

The solution provides secure connectivity between agencies and hotels so virtual cards can flow more securely, reliably and efficiently, with automatic invoice generation and easy retrieval that greatly enhance acceptance rates, accuracy and back-office accounting.

One Click Stay was awarded Best Industry Innovation at the Card & Payments Awards 2026, recognizing its impact in transforming hotel payment acceptance and reconciliation through fully integrated booking-to-invoice automation.

4. Amon Cohen (April 14, 2025). "The virtual cards conundrum," BTN Europe.

Merchant services



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Through Xchange Payment Platform (XPP), Outpayce's cross-border payment platform, we provide a complete suite of payment solutions covering acceptance, alternative payment methods, bank-to-bank transfers, fraud management, multicurrency pricing (MCP) and much more. Solutions are either developed in-house or provided by a wide range of partners from the fintech community, all fully orchestrated by XPP to achieve optimal acceptance rates, fraud management and cost reduction.

Travel companies continue to adopt XPP, including a new agreement with AEGEAN that saw the full-service carrier choose XPP to manage every aspect of its payments strategy.

Helping travel companies keep pace with new payment methods

All travel companies must offer the right mix of payment methods to meet the needs of travelers and to ensure high levels of conversion and customer satisfaction. Outpayce supports this objective with XPP by facilitating connections between travel sellers and payment companies, enabling hundreds of payment methods.

Fintech partners easily connect to XPP using a suite of APIs to begin offering services to Outpayce's travel industry customers. During 2025 the platform was further enhanced with the introduction of the first payments marketplace dedicated to travel.

Using the marketplace, Outpayce's airline customers can now browse, sort and filter capabilities from hundreds of payment partners across the globe to understand which countries, currencies and services are available with each connection. Review and decision-making times are further reduced with live data, ensuring airlines can quickly identify and provision the right connections to fintech partners.

"Being part of the creation of the Marketplace Catalog has been a great experience for AEGEAN. Using the tool, we were able to easily find and compare payment connections, making it much simpler to choose the right options for new markets and different needs."

● **Maria Neamoniti**
Passenger Services System Manager,
AEGEAN

"Our partnership with Outpayce represents a significant step forward in hospitality payments. We've fully integrated Stripe into Outpayce's Xchange Payment Platform, creating a comprehensive solution that works for hotels of all sizes and configurations."

● **James Lemon**
Global Lead for Travel, Leisure,
Transport and Automotive, Stripe

The integration of specialist hospitality payments provider Planet with XPP provides easy access to its gateway, acquiring currency conversion and tokenization solutions specifically tailored to the needs of the hospitality industry, for both e-commerce and on-property payments.

During 2025 Outpayce continued to develop XPP's capabilities for the hospitality sector, with several significant partnerships that add a wide range of tailored payments capabilities across the world.

Integrating strategic partners with XPP and Amadeus' iHotelier® booking engine enables hotels of all types to better meet guest needs. This is achieved by providing access to market-leading acceptance capabilities for cards, as well as a variety of alternative payment methods from our partners.

For example, Stripe processes payments representing more than 1% of global GDP. This scale means the company can proactively spot fraud even if a particular hotel hasn't processed a given customer card before. Stripe's integration of more than 100 hospitality technology providers means Outpayce's hospitality customers can benefit from Stripe's capabilities quickly and easily.



Simplifying the booking experience and driving incremental revenue with MCP

Multicurrency pricing (MCP) is a service that prices an air fare in the traveler's currency of choice, simplifying the booking experience and removing the need for the traveler to navigate to another website to perform a manual currency conversion.

Cross-currency bookings are common in travel. In fact, a new analysis from the Centre for Economics and Business Research (CEBR), commissioned by Outpayce and based on real-world data from Amadeus Business Consulting, found that around 4 in every 10 bookings on airline websites are cross-currency purchases.

Today, required foreign exchange (FX) conversions for cross-currency bookings are typically performed by the passenger's bank behind the scenes, but this is opaque for passengers, and with associated fees often only visible on monthly bank statements. Outpayce's MCP solution allows airlines to take control of this process and drive incremental revenue, with CEBR's analysis showing that the industry could generate USD 9.6 billion in annual revenues from MCP services.

SriLankan Airlines has made MCP a key component of its digital strategy, with around 13% of all passengers electing to use the service, which has quickly become a top-five source of ancillary revenue, just behind bag- and seat-related services.

Securing payments across the travel industry

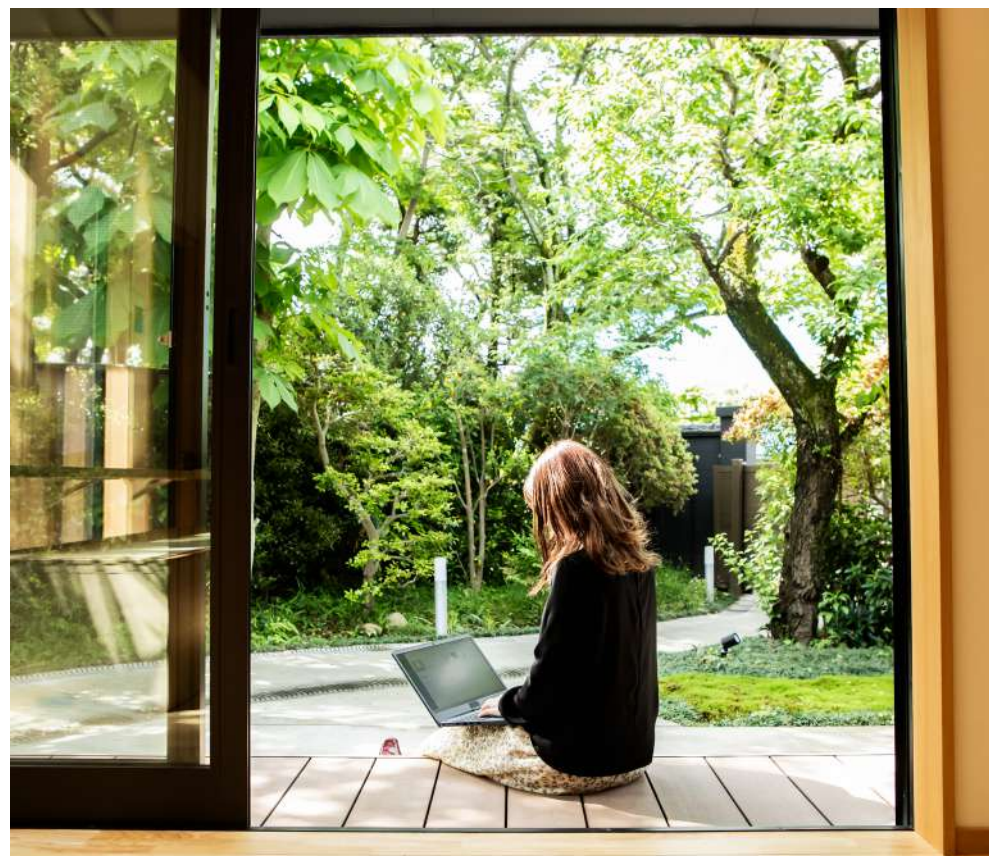
During the year, new Outpayce research revealed that 35% of travelers don't currently trust travel companies to keep their payment details secure, with 72% of travelers confirming that a strong reputation for secure commerce would encourage them to choose a particular travel company.

Outpayce provides a range of security solutions, including fraud management that screen transactions against prior travel purchase data to effectively identify fraud. It also offers 3D Secure, which enables travel companies to introduce two-factor authentication with minimal friction, as well as tokenization, which reduces regulatory exposure by removing the need for travel companies to store customer card details on their own systems.

Used by airlines, hotels and travel sellers, Outpayce provides one of the travel industry's largest tokenization vaults, which incorporates patented technology to secure traveler card details and greatly reduces the compliance burden for travel companies.

"Tokenization has helped us to significantly reduce risks associated with data breaches and lowered our PCI DSS compliance burden by around 75%. The solution performs extremely well and is natively integrated into our specific commercial and payment flows across digital, call centers, distribution, and at the airport. In today's uncertain world, every airline should consider tokenization."

● **Valérie Lhermitte Willems**
PCI Compliance Officer, Air France



Key Hospitality and Transversal Solutions highlights in 2025

Radisson Hotel Group now benefits from enhanced connectivity to the **Amadeus Travel Platform**.

Amadeus continued to advance the global reach of its **Digital Media and Metasearch solutions** by signing customers across the US, Europe and Asia-Pacific.

We have renewed and expanded several Hotel Distribution partnerships: with **Alibtrip, Fliggy's** business travel arm; with US and Canada-based travel management company **Gant Travel**; and US-based hotel booking platform **HotelEngine**.

Amadeus extended its **Mobility** offering by integrating **SmartRyde**, a leading Japanese global player in pre-booked airport transfer services, into the Amadeus Travel Platform offering.

Amadeus also continued to expand its contracts with Destination Marketing Organizations (DMOs). The Bahrain Tourism & Exhibitions Authority has signed for our Digital Media for Destinations.



Massanutten Resort, a premier destination in Virginia in the US, has signed for **Amadeus HotSOS**. By adopting HotSOS, the resort can now streamline daily operations, automate service requests, and improve real-time staff coordination to deliver faster and more efficient service for guests.

US-based travel agency **Fareportal** selected **Outpayce B2B Wallet** to modernize and streamline its supplier payment operations. By utilizing dynamic virtual cards, the wallet supports improved payment acceptance, cost optimization, and simplified reconciliation processes.

Amadeus has enabled acceptance of **UnionPay** cards for both direct e-commerce bookings and indirect sales via the **Amadeus Travel Platform**, allowing airlines and other travel providers to directly process payments from one of the world's biggest payment schemes.

Etihad Airways signed for **Amadeus Professional Services** with Amadeus, giving the airline dedicated payment-processing capacity that improves operational efficiency.