Amadeus is one of the world’s largest global distribution systems, connecting travel providers (e.g. airlines, hotels, ferries, car rental companies...) to travel buyers. Every day over three million bookings are made through the Amadeus system and the employees of 6000+ corporations use Amadeus daily!

This shopping ‘window-to-the-world’ is now available to airports. With one connection, you can reach every corner of the globe and every type of traveller. Not only that, you can target passengers directly via their mobile devices as they travel through the airport.

Bringing the distribution of your airport services to new, high value GDS customers achieves two important objectives: drive more non-aeronautical revenues and transform the airport experience into a more pleasurable part of the journey. Amadeus Airport Distribution

enables airports to reach a large number of new customers in one go, engage with them earlier and on a personal level, in order to boost passenger spend at the airport.

A new way to increase passengers’ spending power

Diminishing returns from aeronautical sources have forced airports to rethink the traditional revenue model. With space at a premium and infrastructure stretched to the maximum, is there a more efficient way for airports to increase passenger spend? Could some of the products and services airports provide be pre-purchased from outside the airport environment? Or could airports be more proactive in delivering services to passengers on-the-move?

Becoming travel service providers

Until now, airport services have not formed part of the traditional travel booking flow. Yet, they provide a wide range of passenger services such as: parking, self-service check-in, food outlets, lounges, retail shopping and ground transportation. It makes commercial sense to incorporate these as an integral part of the travel chain, a natural add-on to any flight booking. In doing so, airports can increase non-aeronautical revenues, whilst providing passengers with a more seamless airport experience.

The technology to achieve this is available today. Amadeus has developed Amadeus Airport Distribution, a unique solution built specifically for airports to sell services both directly and indirectly, reaching more potential customers.

Key benefits

- Maximise your non-aeronautical revenues with increased accessibility and visibility of high-value travellers
- Expand your sales reach to a global network of travel agencies and corporations by integrating airport services into the travel chain
- Boost customer satisfaction by providing a differentiated passenger experience and deliver relevant, timely offers and services to passengers on-the-move, using real-time customer data
- Integrate airport content with minimal effort and investment across customer touch points

Could you be selling more airport services?

What if your services could be purchased at the same time as flight and hotel bookings? Imagine if you knew who was travelling through your airport today, tomorrow, next week. You could then target them with relevant airport products and services: parking, automated check-in, duty-free shopping, lounge access... before they had even left for the airport. Think of the potential revenues, think of the customer service, think Amadeus Airport Distribution.
Amadeus Airport Indirect Distribution provides airports with a new and powerful channel to drive sales. Leveraging Amadeus’s wide distribution network, airports can reach a captive audience of travel buyers where airport-based products and services can be integrated into the travel booking chain, in the same way as airline, hotel and car rental reservations are made. This also brings airports closer to passengers in the early stages of the booking process, fostering a mutually-beneficial relationship.

**How does it work?**

It’s very simple. Amadeus Airport Indirect Distribution gathers all your bookable web-based content and distributes this to travel agencies and business customers. With millions of corporate travellers and thousands of agencies using Amadeus, the scope for new sales is huge.

An agent or business traveller selects an airport service, makes the booking and a confirmation record is returned to Amadeus. This is then stored in the passenger name record (PNR), together with all other travel segments. Passengers can also share their trip information with airports – this valuable data helps airports propose additional services which are customer-specific.

**Win-Win: increase sales and improve the journey experience**

Amadeus Airport Indirect Distribution instantly expands your sales reach beyond existing web visitors. With access to the Amadeus global distribution network, airports can capture important pre-trip sales and increase the airport’s international profile. For passengers, the convenience of arriving at the airport with services already pre-booked improves the overall journey experience.

Selling through Amadeus is a highly effective way of increasing pre-trip passenger spend, meeting customer expectations, and driving more non-aeronautical revenues.

**Enter the travel booking flow**

Airline seats, hotel rooms and car rental bookings are established components of any traveller PNR. But there is a fundamental gap in the journey - the airport. While flight passengers will inevitably come into contact with many airport services - shopping, lounge access, food outlets - today, most cannot be bought prior to arrival at the airport.

For the first time, Amadeus Indirect Airport Distribution gives travel buyers the opportunity to build a fully comprehensive trip plan, which incorporates airport services as a logical step in the booking flow. The knock-on effect is additional revenue for the airport.

Amadeus travel agencies and business travellers can access airport services directly from their booking tools.

**Product key features**

- Access to a global network of agencies and corporations to sell airport services
- Distribution via Amadeus Selling Platform and Amadeus e-Travel Management
- Sales opportunities at pre-trip booking stage and within airport environment
- Full integration of airport services into the GDS booking flow and recorded in the traveller PNR with other travel service bookings
- Seamless exchange of traveller data between booking and airport tool when airport services are purchased
Smartphone adoption has changed the way everyone does business. The ‘always-connected’ passenger now expects to receive information on-demand and on-the-move.

**Amadeus Direct Distribution** is an airport-specific solution, which helps airports connect with their passengers, meet their needs and make the journey simpler. By working with Amadeus, airports can transform the delivery of their products and services, making communication personalised and relevant to passengers as they travel through the airport environment. It is the first step in building deeper customer relationships.

**How does it work?**
Amadeus Airport Direct Distribution can be integrated into the airport’s websites, mobile applications and social platforms such as Facebook. Designed to interface with existing airport solutions, it is both simple and quick to integrate, and requires limited IT investment.

Working from and within the airport’s webpages or mobile applications, the solution enables passengers to retrieve all their trip information. They can check in to their flight, share their trip content and learn more about the destination city (weather, currency, map, directions). Amadeus Airport Direct Distribution gives passengers access to airport-specific services and information through a single, user-friendly platform.

**Get closer to customers, drive future revenues**
Today, Amadeus Airport Direct Distribution enables airports to give customers direct access to their itinerary. From here, passengers can check-in, share trip information and use contextual trip tools.

Tomorrow, Amadeus Airport Direct Distribution will enable airports to connect more closely with customers. Passengers will be able to store their trips and share trip data with airports. For the first time, airports will have the tools to better identify, understand and communicate directly with their passengers. This will make it possible to propose customised products and services directly to passengers – through email, in-app and web-based advertising. With communication tailored to each passenger, airports can expect to see an increase in non-aeronautical revenues.

**Product key features**
- Online check-in capability available from airport app or website (where supported by airline)
- Provide passengers with destination information: weather, currency, maps, aircraft information, directions, as well as airport maps and services
- Communicate with passengers through emails, web based and in-app advertising and social media
- Fully customisable (logo, colour) and available in 23 languages
- Reach a powerful global network of travel buyers to increase your non-aeronautical revenues
- Use customer intelligence to personalise communications and provide tailored products & services
- Fast implementation & immediate content access available to all airports

**Improve collaboration with retailers and service providers**
With a clear understanding of the precise needs and expectations of each customer, airports can work more efficiently and intelligently with airport-based retailers and service providers. By proposing products and services that are specific to each passenger, airport businesses can increase average passenger spend and generate more revenue for the airport.