# Lastminute.com

## The opportunity

Being available to consumers on major travel websites was a special attraction for Eurostar but selling international rail online is challenging with a lack of standardisation and co-operation that is holding back the major players. Eurostar's own E-connect product helped them to connect and sell to their travel industry partners, however, it gave limited flexibility to their OTAs (Online Travel Agencies).

lastminute.com were equally keen to improve online sales of European rail based packages. They considered directly connecting to rail providers like Eurostar but this meant time consuming and resource-heavy in-house development that they would need to replicate each time with all of their other rail partners.

## The solution

Amadeus Rail Web Services enables OTAs like lastminute.com to connect to Eurostar and other international rail providers, offering their customers a quick and simple to use rail booking and reservation engine. It makes rail services a more visible choice, giving them an easy way to compare them to airlines and other transport modes. They can access aggregated rail content to find and book rail trips just like they would for air and sea based packages.

Working closely with Amadeus and lastminute.com as their launch partner, Eurostar implemented Rail Web Services to connect hundreds of thousands of potential customers. The result? lastminute.com soon exceeded its sales target in the first year.

*"We're very pleased with the type of product we can put together and sell, our customers are very happy. We are able to offer rail as a viable alternative on the same screen to airlines. In some cases our customers didn't know this was an option and now they know."*

Ned Booth, Integration & Development Director, lastminute.com

**True** Stories
of **Transformation**

## lastminute.com uses Amadeus Rail Web Services to sell Eurostar online

For city breaks in Paris and other European destinations, travel by Eurostar and international rail has become the norm. It's fast, comfortable and ensures a direct arrival right in the heart of the city.

Transform your technology today **info@uk.amadeus.com**