

Customer case study

Aladdin Travel & Meeting Planners



For more than a decade, Amadeus has partnered with North Carolina-based **Aladdin Travel** to provide superior technology solutions that help the agency continually grow and adapt to changing business needs.

The challenge

To improve profitability by automating the large group booking fulfillment process, and enhance productivity by reducing time spent on ticket exchanges.

Aladdin Travel & Meeting Planners has served leisure and corporate travelers throughout the U.S. since 1973. An Amadeus customer since 2003, this full-service travel management company (TMC) offers meeting planning, student travel, corporate and leisure travel services via the Aladdin.com website and locations in Winston-Salem, Greensboro and Charlotte, NC.

How Amadeus engaged with Aladdin Travel

_ Decade of partnership: Ten years ago, Aladdin fully converted to the Amadeus GDS. Aladdin recently signed its third contract and second renewal with Amadeus, a testament to the collaborative relationship the companies have shared for more than a decade.

_ Committed to improvement: From the start, Aladdin asked Amadeus to become more involved in their business, inviting the technology leader to help streamline agency operations, and improve productivity and profitability.

How Amadeus helped Aladdin Travel

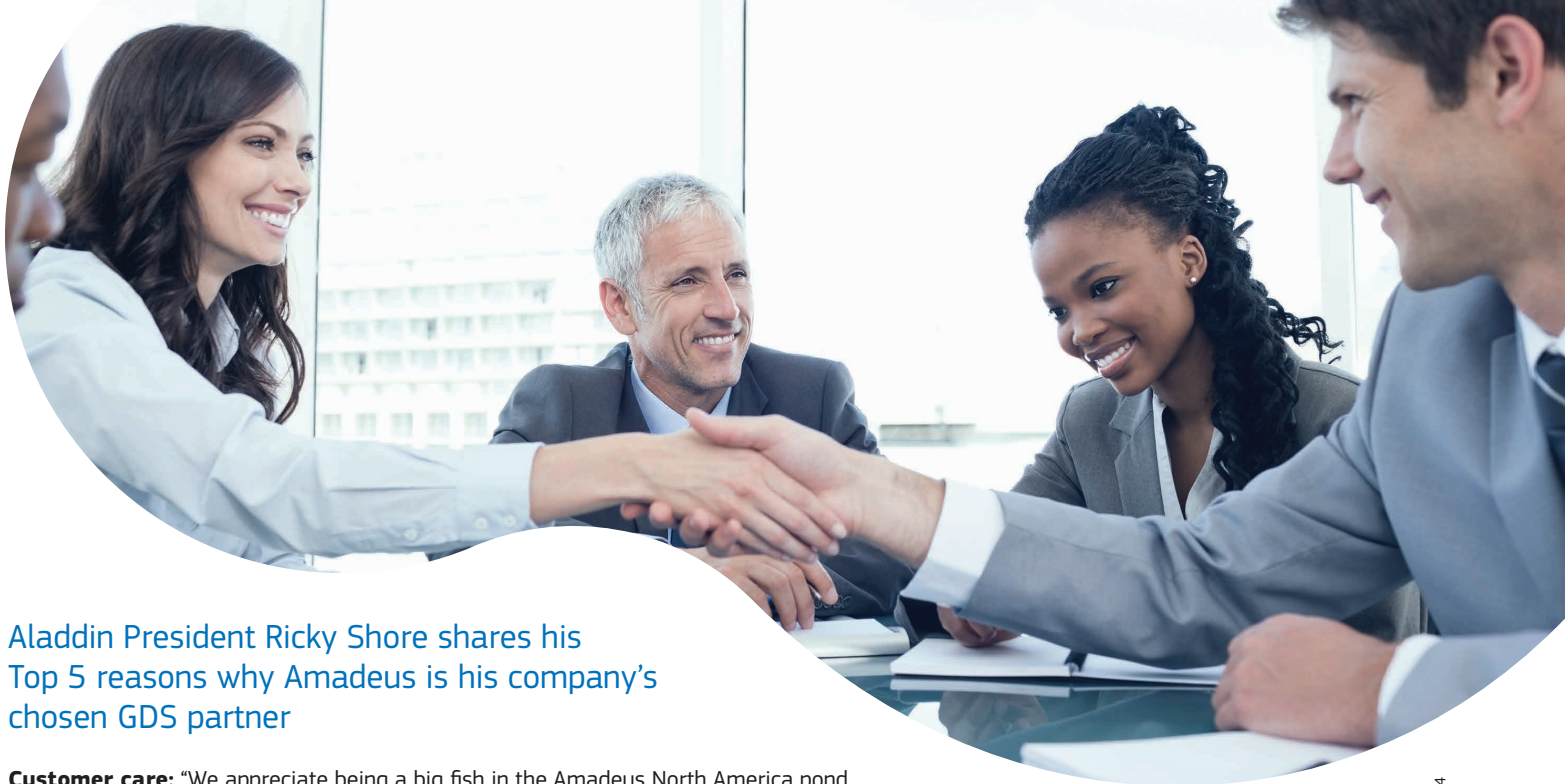
_ Amadeus Auto PNR Script: Based on their business model, which supports large group booking fulfillments, Amadeus automated Aladdin's reservation process by mapping a registration list to auto-create a portion of a PNR. At a minimal cost, this scalable solution helped Aladdin realize a complete return on investment (ROI) from the very first use!

_ Amadeus Ticket Changer: Aladdin had one full-time employee (FTE) solely dedicated to processing ticket changes. After adopting the automated Amadeus Ticket Changer solution, Aladdin eliminated this need and re-deployed the FTE into a customer-facing role to grow the business. Today, all Aladdin travel consultants exchange their own tickets quickly and accurately.

"Aladdin's mission is to develop long-term relationships between our clients and employees who value the 'world of difference' we offer. That vision extends to our suppliers and business partners, and Amadeus supports our mission. That's why we continue to partner for business success."

Ricky E. Shore, Jr.

President
Aladdin Travel
and Meeting Planners



Aladdin President Ricky Shore shares his Top 5 reasons why Amadeus is his company's chosen GDS partner

Customer care: "We appreciate being a big fish in the Amadeus North America pond. Amadeus listens to us when problems arise. We feel felt and heard."

Superior technology: "We like Amadeus' open architecture strategy and willingness to 'plug and play' significant technologies, increasing speed and quality to market."

Collaborative attitude: "We appreciate how Amadeus supports the travel agency community, seeks common ground on key issues, and collaborates across the travel industry to find win-win solutions."

Development focus: "Amadeus' development team in Boston is focused on our technology needs. Having that personal attention is important to us."

Amadeus people: "We like and trust every member of our Amadeus account team. From Amadeus CEO Scott Gutz down the line, Amadeus people do what they say they will do. They always tell the truth – even when it's not the answer we may be looking for!"

About Aladdin Travel

Aladdin Travel & Meeting Planners serves clients around the world with a staff of 35 travel professionals based in North Carolina. The company's corporate advisors average 16 years with the company and 20 years in the travel industry. Aladdin has been named Best Travel Agency for three years in a row (2012-2014) by the *Winston-Salem Journal*, and was ranked the No. 1 travel agency by the *Triad Business Journal* (October 2010).

About Amadeus

Amadeus is an industry-leading global technology company dedicated to the worldwide travel industry. Present in 195 countries with a team of more than 11,000 people, Amadeus solutions facilitate and enrich the travel experience for hundreds of millions of people every year.

For more than 25 years, Amadeus has been working together with customers and partners to shape the future of travel.



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