



Influence booking behaviour and ensure that your agents sell the way you want them to.

Amadeus Air Preferences

Right provider, right market, right time.

Amadeus Air Preferences gives you control over the availability, schedule and timetable displays which your agents see by default, favouring your preferred providers and optimising revenue opportunities. Standard agent entries make this a cost effective, easy to use solution, allowing you total flexibility to customise both airline and route selections according to your business rules and customer criteria.

Respond instantly to market change

In today's volatile travel environment, you need to strengthen relationships with preferred providers and confirm a solid commitment for the future. Amadeus Air Preferences enables you to support your premium partnership agreements by always putting these preferences first in your agents' displays. When industry influences necessitate a change of strategy and direction, you also need to be able to react swiftly. Air Preferences' powerful Java-based Graphical User Interface allows you to respond instantly to market variations: update preferences in real time and display what is best for your business at any given moment in time.

Show all preferences in one place

Amadeus Air Preferences is the perfect complement to Amadeus Travel Preferences Manager. These solutions work together so you sell what your clients want to buy AND what is the most attractive for your business. For a given itinerary and point of sale, Amadeus Air Preferences shows a single merged air display that takes into account both air preferences and individual customer preferences. Alternatively, use the twin display to see both agency and client preferences on the same page.

Increase your negotiating power

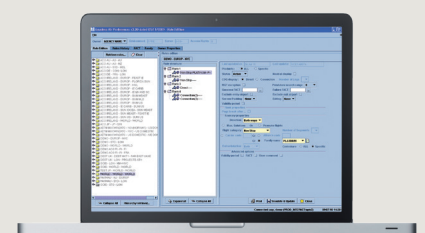
Increase your negotiating power by favouring your high-yield providers. Promote specific flights or carriers to the top of agents' displays to maximise sales opportunities. Use the ranking and exclusion features to demote or remove less profitable alternatives. Owner, route, itinerary, segment and connection rules all allow greater customisation to optimise productivity. Use decision-making rules to remove blacklisted airlines and reduce the number of times a code share flight appears on the screen... you have endless possibilities to boost higher revenue sales.

Optimise premium selling periods

Amadeus Air Preferences ensures that your agents never miss an opportunity to sell targeted flights during a premium period. Promotional biased displays will be shown for the exact time that you require specific flights to be sold.

Test all rules for maximum impact before applying them using Amadeus' unique built-in simulator.

Automate decision-making support with tailor-made marketing messages. Amadeus is the only GDS to offer this service by office ID, origin & destination and flights appearing in the display.



Manage flight ranking rules easily in real time thanks to the powerful Graphical User Interface and guided workflow.

Key benefits	Key features
Increase sales revenues	Show preferred providers & optimum fare opportunities before other options.
Instant proficiency	Agents use standard Amadeus Air entries.
Full distribution control	The Amadeus Air Preferences biased display is the default display, which represents, on average, 75% of the look traffic.*
Improve productivity	Sell travel solutions that are best suited to your agency's business requirements. Update air preferences in real time and take immediate advantage of new partnership agreements.
Easy maintenance	Simulate the impact of an air preferences rule before putting it online using the built-in simulator
Boost your offer	Tailor content of your displays for any itinerary or point-of-sale Use customisation parameters to create the display content scenario that's right for your business. Create simple or complex rules to rank, include or exclude carriers, flight types (nonstop, connecting flights, online, interline), code share, maximum ground time, connecting point... Promote preferred partners' flights to the top of the display; move other providers flights lower down the list.
Sell what's right for your customers and what's best for your business	Amadeus Air Preferences works hand in hand with Amadeus Travel Preferences Manager which manages company and traveller preferences. Air preferences are merged with corporate and individual customer profiles preferences to create a single coherent Air display.

Drive traffic effortlessly to your preferred airlines
Customers in Spain and UK moved their sales from non-preferred to premium providers by up to 15% in the first months of piloting.



* Source: based on a business travel agency pilot customer in Scandinavia, Benelux and France that makes 55 million availability & schedule or long sell transactions. In transactions focussing on search by schedule, customers booked 90% on the first page and 75% on the first three lines of the display.

Trusted technology partner

As the global travel industry's leading technology partner, Amadeus is committed to helping you overcome your biggest business challenges by continuing to provide innovative and advanced integrated solutions, plus best-in-class support and expert consulting services.

Find out more

For further information, visit amadeus.com or speak to your Amadeus Account Manager today.