

amadeus

**SMEs**

**REIMAGINED**



**It's how travel works.**



## Foreword: **Katja Bohnet**, Vice President, Travel Sellers, Central Europe & Inside Sales EMEA, Amadeus

For millions around the world, independent agencies are the first port of call for organizing their travel experiences. Many rely on these small and medium-sized (SME) travel sellers and their experts for booking holidays with family, business trips with colleagues or a combination of both.

Yet, it's no secret that the last three years have been tough for this sector. When the COVID-19 pandemic saw travel reduced to a fraction of expected levels from early 2020, SME travel sellers were some of the hardest hits. Many reduced activities, some went into hibernation while, unfortunately, a handful didn't return.

Facing unprecedented challenges, all were forced to adapt, pivot and survive.

Today, the picture has transformed; independent agents stepped up to the challenge and are thriving once again as we enter the latter stages of 2023. The recovery is now well-established, with [leisure travel exceeding pre-pandemic levels](#) and [business travel on the up](#).

Data [released](#) by the International Air Transport Association (IATA) revealed total traffic in August 2023 (measured in revenue passenger kilometers or RPKs) rose **28.4%** when compared to August 2022. Globally, aviation traffic is now at **96%** of pre-pandemic levels.

This report traces that journey, exploring how SME travel sellers have successfully reimagined parts of their business to meet the challenges of today's new world of travel. It shines the spotlight on a number of industry-leading examples with a series of case studies, looking at those organizations that have led the reinvention of the sector in the wake of the pandemic, while also drawing on the knowledge of Amadeus experts.

**Our aim is to explore the changes made by SME travel sellers as they thrive in the post-pandemic world – hearing in their own words how Amadeus has helped with the transition. By showcasing best practice in this way, we hope to boost resilience across the SME travel seller sector, ensuring their central position within the travel ecosystem for many years to come.**



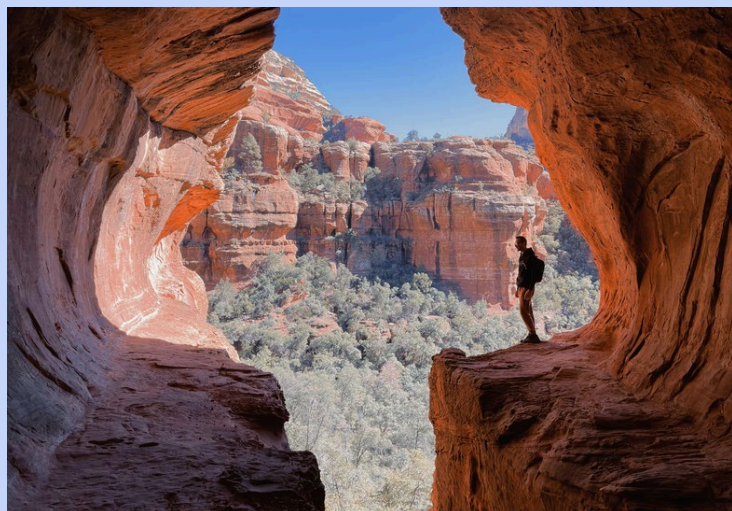


## Introduction

No two SME travel sellers are the same. This highly diverse segment, working across different countries, sectors, and business lines, has been a major driver of industry renewal and innovation.

These are organizations with **fewer than 50**, and in many cases **fewer than 10**, employees, usually based in a single country, though perhaps with a handful of branches, that have an annual turnover of **less than US\$10 million**. Primarily independently owned, agencies of this size compose the majority of the sector and compete against the larger, multinational online travel agencies (OTAs) and travel management companies (TMCs).

**This diversification is a source of vitality; SME travel sellers have been a major driver of renewal and innovation across the industry – a trend that has accelerated over the last three years.**



The [SMEs Reimagined](#) campaign has championed these changemakers, exploring the key learnings, insights and approaches agents have embraced as they work to recover and thrive in the post-pandemic world of travel.

This report begins with an exploration of Amadeus' existing role with the SME travel seller space, before examining how the needs of this sector continue to evolve.

## Case Study: CTG Travel



CTG Travel is a UK travel agency based in Brighton, specializing in trips to the Middle East and catering for the all-important visiting friends and relatives (VFR) area of travel.

During the pandemic, CTG Travel realized that it was important to put itself in the customers' shoes. CTG visualized how it would like to be treated if it faced the same uncertainties around flight cancellations. From this, CTG Travel went the extra mile to keep customers informed and was with them every step of the way.

“CTG Travel could always look to Amadeus for support throughout the uncertainties of the pandemic. The Amadeus team were available 24/7 to answer any questions our agents had. We were able to draw on Amadeus’ vast knowledge and industry expertise to help serve our customers in the most challenging of times,” said **Faramarz Majidzadeh, Managing Director, CTG Travel.**

“This enabled us to build up a significant amount of trust between our customers and agents, with customers calling with more general industry queries, not necessarily connected to any trip”.



**Majidzadeh adds:** “Having all the information in one place made it simple to see the latest guidance and policies around international travel and update customers accordingly.

With many of our staff working from home, we were able to ensure business continuity because the [Amadeus Selling Platform Connect](#) was accessible remotely.”

Today, CTG Travel is interested in growing our relationship by exploring Amadeus’ solutions to access the content of additional low-cost carriers, while there are also plans to sign up to [Amadeus+Me](#) rewards club (use [this link](#) for Israel and Spain).

## Part I: SME travel sellers in the post-pandemic world

Amadeus has a distinct strategy designed to support the needs of SME travel sellers.

As content becomes more fragmented and spread across multiple channels, the company works to present a cohesive, universal picture to remove complexity. By offering a comprehensive view of available content, whether it be low-cost airline seats or hotel rooms, Amadeus lowers the burden on independent agents, reducing the resources required to operate effectively.



**Francois Laburthe,**

Senior Vice President, Product Management, Travel Distribution, Amadeus, explains:

*“The COVID-19 pandemic hit SMEs hardest, but they also demonstrated their resilience and were the fastest sector to adapt and recover.*

*“However, there is a temptation for technology providers to focus on larger clients, whether they are TMCs or OTAs, adapting products to suit their needs. At Amadeus, we have a close relationship with SME travel sellers, meaning we can tailor our offering accordingly.*

*“As the industry continues to transform, with the roll-out of New Distribution Capability (NDC) for example, there is a risk the interests of smaller players could be forgotten.*

*“Amadeus offers the tools that allow SMEs to compete alongside larger players; we have long-term, established relationships, so there is a great deal of trust between us and this sector.*

*“SMEs expect a tech partner like Amadeus to make sense of the fragmented content world.”*





At the same time, Amadeus works to reduce the burden of technology on SME travel sellers, ensuring the suite of solutions on offer meets their needs.

This means offering products that are packaged, complete and simple. These off-the-shelf solutions have to be interoperable and require minimal installation, maintenance and technical expertise to fully utilize.

With these twin foundations in place, **Amadeus works with over 25,000 SME travel sellers**, engaging with each through a comprehensive system of dedicated account managers. These are not only organized geographically, but by expertise and need. Account managers are also able to connect in local languages to boost efficiency.

This strategy and network allows Amadeus to consistently evaluate the needs of SME travel sellers, dynamically responding to their needs as they arise. There is no typical profile of a customer in this area – so the Amadeus offering must be as flexible as possible.



## Katja Bohnet says:

*“At Amadeus, we are close to our SME travel seller partners. As their needs change, we are able to adapt to meet evolving requirements. This is an attribute that has proved invaluable during the disruption caused by the pandemic.*

*“With limited resources, each must work out how best to serve the customer, creating a specialization in a specific area. Amadeus can help with this, allowing each agent to offer a customer-centric approach.*

*“We have a dedicated offering, a comprehensive, easy-to-use and rationalized portfolio of products, service packages and add-on services, as well as a dedicated global account management network.”*

Amadeus works to support its network of SME travel sellers through programs such as the agency page on the [Amadeus Service Hub](#) – an exclusive community portal to manage their accounts, monitor their business and stay informed. Also on offer is [Amadeus+Me](#) (use [this link](#) for Israel and Spain), a simple, connected and global rewards club designed to make SME travel agents feel unique and appreciated.





## Changing landscape

From this position at the center of the SME travel seller ecosystem, Amadeus has been working to respond to the changing requirements of the post-pandemic world.



### Katja Bohnet explains:

*“Travel sellers have rebounded faster than many elements of the travel ecosystem – small, nimble agents had the trust of travelers throughout the pandemic and were able to leverage that as the market reopened.*

*“At Amadeus, we have worked to accelerate this process, offering solutions tailored to the needs of SME travel sellers as they continue to evolve.”*

### So, how have the needs of SME travel sellers changed over the past three years?

Firstly, there has been a move away from volume travel, leaving this to larger players in the market. Instead, SMEs have refocused on a specific **niche**, seeking to exploit an unrivalled depth of expertise to add value to the traveler. SME travel sellers thrive on personal connections – a focus which has redoubled over the past three years.

Agents have worked hard to become more **efficient**. With hiring a challenge in many markets, SMEs have worked to automate repetitive tasks, leaving agents free to spend time on personal interactions with travelers. This process has been accelerated by a wider **digitalization** among SME travel sellers, with the adoption of new solutions for tasks which may have previously been done manually.

Agents have responded to a change in expectations from travelers. They now work to offer **personalized**, end-to-end experiences, connecting the dots on a journey. At the center of the travel ecosystem, Amadeus offers the tools to create these flexible, seamless experiences.

Finally, in line with a wider shift within the industry, SME travel sellers are working to **make their offering more sustainable**. Whether it be by selling carbon offsets, offering information on the environmental impact of a journey or showcasing options with reduced emissions, agents are responding to demands for less environmentally damaging trips.



**Below, these changes are examined in more detail.**

During the creation of SMEs Reimagined, **nine** SME travel agents were interviewed to produce a series of case studies exploring how each has successfully reimagined parts of their business, adapting to a new reality.

The case studies, expressed in the customers' own words, are available **HERE**.





# Case Study: Hispano Travel BCN



Hispano Travel BCN is a small travel agency based in the Spanish city of Barcelona. With years of combined experience in retail, corporate, and vacation travel, Hispano Travel BCN is well-positioned to provide its clients with the best service at the best price.

“Amadeus is the only global distribution system we use, we put the vast majority of our business through them. We only have one Amadeus Office ID at present but with numbers steadily and significantly rising, we may look to create another one,” said **Andres Ruiz, Managing Director.**

“Ultimately Hispano Travel BCN plans to become an independent ticketing agency this year so we can negotiate special fares with the airlines, with an eye on becoming a flight aggregator and IATA certified.”

During the pandemic, Hispano Travel BCN took the opportunity to expand their **social media presence** and reach in preparation for the travel recovery. The company invested in this area and now has a dedicated content manager who is responsible for creating videos, handling promotions, and posting regularly on key channels such as Facebook and Instagram.

“We also have a dedicated WhatsApp number which makes contacting the travel agency simple and instantaneous,” adds **Ruiz.**

# Part II: Reimagine, reinvent and redefine

Personalized, human relationships are key to success in the SME travel seller market, with agents able to offer travelers an unrivaled level of expertise as they plan a trip. This quality has been developed further in recent years, with agents becoming more **specialized** in a specific niche – deepening their knowledge of locations, markets and segments to add unparalleled value during the booking process.

To deliver effectively, Amadeus offers a wealth of content through [Amadeus Travel Platform](#) – allowing SMEs to source everything needed to meet the demands of the traveler. Granular, wide-ranging content allows for a finely curated offering in the smallest of niches.

## Case Study: Handiscover



**Handiscover**

Launched in 2015, Handiscover began as a marketplace for holiday rentals with a focus on the needs of people with disabilities.

The company worked to build a unique database, at the core of which is a classification system allowing users to select accommodations based on their level of mobility.

### Amadeus was instrumental as Handiscover developed this platform during COVID-19.



*In response to falling traveler numbers during the pandemic, we worked to develop a business-to-business (B2B) pillar of our operation, elaborating an accessibility data management system. While the solution has similarities to a property management system (PMS) seen in hotels, it is solely dedicated to accessibility data points,” explains*  
**Handiscover Founder, Sebastien Archambeau.**

*“Handiscover partnered with Amadeus from an early stage in our journey. We realized the sheer number of high-quality properties did not exist in the Nordic vacation rental space, and so we looked to our travel technology partner to get access to hotel distribution tools. We can now access the huge range worldwide as well as getting the bookability through [Amadeus Selling Platform Connect](#), with Handiscover’s key accessibility data then layered on top”.*

“ We also joined the [Amadeus for Developers](#) scheme, working to distribute our accessibility data to SME travel agencies around the world.”

**Amadeus' aspirations in this area are explored [here](#).**

“ With the new technology in place, we are now seeking how to grow out of the Nordics market, into Europe, the United States and then the rest of the world. We believe Amadeus played a crucial role in the global scaling of the organization; our close partnership has the potential to take Handiscover to the next level,” adds **Archambeau**.



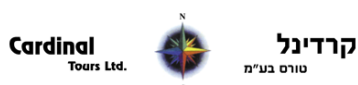
At the height of the pandemic, SME travel sellers were focused on becoming more **efficient** to reduce costs and, occasionally, battle for survival. With the crisis now receding, these trends have continued to develop.

Agents are looking to do more with less, working to eliminate manual, time-consuming processes that divert resources from interacting directly with travelers. Back-office tasks – including invoicing, procurement and payroll – can increasingly be automated with new solutions and the savings passed along to the traveler as the market recovers.

Additional benefits of this process might mean a reduction in human errors, which automation can virtually eliminate, and increased responsiveness, with new tools able to identify and rectify problems quickly and effectively.



## Case Study: Cardinal Tours



Cardinal Tours is an independent Israeli travel agency based in Tel Aviv. As a medium-sized independent agency, it operates out of one main office and acts as a consolidator for other non-IATA certified travel agencies.

“The first three to four months of the pandemic were a real challenge for travelers due to the confusion around ‘fit to fly’ documents and the ever-changing restrictions across different countries,” explains **Gershon Mazuz, Chief Executive Officer, Cardinal Tours.**

“This enabled us to build up a significant amount of trust between our customers and agents, with customers calling with more general industry queries, not necessarily connected to any trip”.

### Amadeus helped with the pivot.

“At Cardinal Tours, we are big fans of [Amadeus Fare Optimizer](#) – a powerful web-based application that automatically scans bookings to find better available fares. In time, and in an effort to significantly streamline operations and make booking more efficient, we are keen to bring our other partners onto the Amadeus global distribution system,” adds **Mazuz.**

“We believe that Amadeus’ expertise as a future-focused and forward-looking company helps our agency stay attuned to the needs of our travelers and abreast of future travel trends. Equally, Amadeus always goes the extra mile, which has a positive impact across the whole of our business.

“The ticketing service Cardinal Tours offers to non-IATA travel agencies is hugely successful due to its specialized configuration. Ticketing makes up **40%** of our business and now the company is seeing an estimated growth rate of **40-50%** compared to 2019 levels”.

“Reflecting on the pandemic, Cardinal Tours spokesperson adds: “Our tip? Save up for a rainy day. A lot of TAs out there don’t understand how volatile the industry can be and how quickly things can change, literally from one day to the next. You need to be very cautious, try to anticipate and be smart about how you will face challenges,” concludes **Mazuz**.”



SME travel sellers have developed the key strength of understanding the needs of customers, using the knowledge of each traveler to create tailored trips. Close to travelers, they are in a position to offer **personalized**, end-to-end experiences, building loyalty and repeat custom over time by offering a quality, bespoke service.

Travel agents can cut through the complexity of the industry, offering contact with a wide variety of suppliers, tour operators, airlines, accommodation options and other stakeholders, to create a simple, unified travel experience. SMEs then add that layer of deep customer accompaniment on top.

**To do so, they must have the right tools – offering visibility over the entire journey, from inspiration, through to booking, on-trip, post-trip and loyalty.**





## Case Study: Villager Tours



Villager Tours is focused on the Maltese market, selling travel to both local residents and third country nationals – those born outside of the European Union – and who require specialized assistance with various travel elements such as visas, work permits and money transfers.

“To reach new market segments, we opened a second office location and are now in a more prominent position on the island. The two locations cater to different parts of the local population, meeting their specific needs,” explains **Villager Tours Partner, Roderick Aquilina**.

“The first is focused on local residents, selling mainly travel to Malta itself and Europe. Our second office is in an area of concentrated third country nationals. It thus has an expanded offering, with specific services like money transfer, visas and help with work permits”.

### **Amadeus has supported this growth.**

“We were able to get from Amadeus our entire offering through the solutions it offers to retail travel agents, all in one place. The long-standing partnership we have with our travel technology partner means our team could access what they needed, when they needed it, simply and efficiently,” adds **Aquilina**.

“Amadeus also offers local service desk support to Villager Tours, another asset to our business, as well as access to a dedicated local account manager. Both meant we could rely on Amadeus to quickly overcome problems, should they arise.”

Reflecting on the pandemic, he concludes: “There is never a good time to rest, even during the pandemic. We must make the most of the time we have to engage in productive activities, those you may have set aside during busier periods.”





Making travel more **sustainable** has become a focus for the entire industry – a process accelerated over the past three years. SME travel sellers have responded, offering insight into how to reduce the impact of trips on the environment.

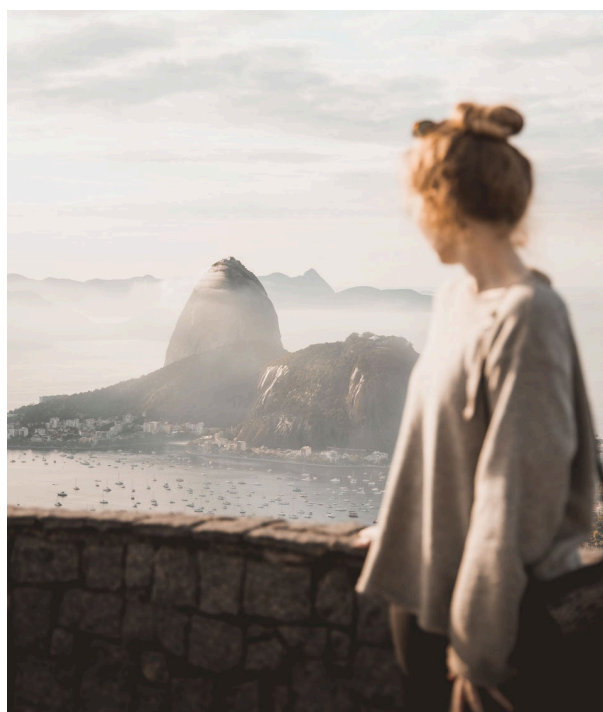


Each agent is now expected to offer a policy that clearly defines their sustainability goals and mission, to be shared with employees, clients and partners. In turn, SME travel agents must consider if partners share the same sustainability goals – do they hire local talent, use renewable energy or prioritize environmental resources within a destination, for example?

SME travel sellers can work to ensure suppliers, vendors and partners are certified from legitimate sustainability sources such as [EarthCheck](#), [Green Destinations](#) or [Travelife](#).

Agents must sell the benefits of sustainable travel – using personal connections to ensure travelers realize they can enjoy their favorite activities and upscale amenities while traveling in a sustainable manner.

Armed with the right insights and information, SME travel sellers are in a strong position to influence clients to make sound decisions.





## Case Study: Famliday + Travel 4 Impact



Based in Spain, Famliday is a leisure-focused online travel agency (OTA). The online-only platform lets families search, compare and book holiday accommodation and leisure activities with unique filters allowing users to drill down on specific needs per location.



*We took the opportunity afforded by the COVID-19 shutdown to interview customers, really delving into what they wanted from a family-focused OTA, and how we could put the family travel market front-and-center of our offering like never before,” said **Famliday Chief Executive Officer, Javier Salvador.***

*“We first met Amadeus through its [Launchpad](#), a global startups program designed to support rapidly growing, technology-led organizations in the travel space. This helped us examine which solutions we might need to make our business work, while they also introduced us to valuable service providers and partners.”*

The next step was working with [Travel4Impact](#), an Amadeus social innovation network supporting the travel and tourism industry by leveraging digitalization, sustainability and collaboration. The program looks to help innovative companies to scale their ideas, with a focus on promoting digitalization and sustainability to help SMEs increase their positive social and environmental impact.





“The Travel4Impact network also taught us a lot about sustainability. We discovered the topic is not merely about ‘improving the environmental management’ of our business, it extends far beyond,” adds **Salvador**.



With this relationship established, Famliday utilizes [Amadeus Selling Platform Connect](#) in their operations, will be implementing [Amadeus Value Hotels](#) and will be a pilot customer for Amadeus Discover (a platform enabling destination ecosystems to collaborate and efficiently deliver their destination content) and Amadeus Value Cars White Label (expansion of Amadeus prepaid content beyond hotels) which will be progressively rolled out later this year.

SME travel sellers have become more flexible in the post-pandemic world. Over the past three years, agents have been able to meet evolving passenger expectations, offering reassurance, information and assistance with refunds. They have an increased role in helping travelers by anticipating and overcoming challenges while on increasingly unpredictable trips.

**This trust has won them an enhanced place in the post-pandemic world.**

Travelers increasingly turn to SME agents as sources of advice on the latest regulations, for example, or to help when plans change, and rebooking is required.





## Case Study: Hassaan Travel & Tours



Hassaan Travel is a small independent father-and-son owned family business. Operating out of the Netherlands, the travel agency specializes in the visiting friends and relatives segment, offering guided tours and tailor-made packages including religious pilgrimages such as Umrah.

“During the pandemic, many travel agencies were forced to down tools. They switched off their phones and had to advise customers to contact the airlines directly. We took a different approach and continued to prioritize customer well-being above everything else,” said **Adil Latif & Hassaan Latif, Co-Directors, Hassaan Travel.**

“We stayed in touch with our customers even when they faced booking cancellations or severe delays. We also dealt with airlines directly and chased them on behalf of customers. We remained active in the early hours of the morning because we wanted to be available to talk to our customers regardless of the time difference.”

### **Amadeus was on hand to assist.**

“Amadeus’ user-friendly system was incredibly helpful throughout the pandemic. [Amadeus Ticket Changer](#) was a particular game changer, as it’s much faster and easier to use than other distributors. The amount of time it takes for an involuntary change can be around 10-20 minutes for us with other distributors but for Amadeus, it would take a matter of a **few minutes.**

“We found the Amadeus system to be much faster than others across all aspects, a key factor for small agencies where time is precious. While we still use other distributors, **95%** of our business is conducted through Amadeus,” added **Adil & Hassaan Latif.**

“Customer support at Amadeus, was and is to this day second to none, with the calls being responded to within minutes and any issue being solved straight away. The peace of mind and quick resolution to queries makes Amadeus Service Desk a worthwhile service.

“COVID-19 is behind us (hopefully) so it's time to build back those customer relationships and show your value. Don't hesitate to promote yourself!”



During the pandemic, as was the norm, many agents were unable to meet face-to-face with travelers, driving a need for **digital** services.

Amadeus worked to bring SME travel sellers online, helping them adopt new solutions for the routine tasks of organizing travel – from choosing a destination and planning an itinerary, through the journey to booking flights and accommodation. If a traveler needs to speak to somebody, an agent is there to help them.

However, it must be remembered, while digital solutions are vital to the success of agents, they are no substitute for a human touch. Amadeus' tools help agents achieve objectives, but they are not designed to wholly replace them.

**By blending human and technical capabilities, companies can accelerate a digital transformation.**



## Case Study: TUI Magyarország



TUI Magyarország is a Hungary-based consolidator for TUI packages booked through travel agents. The company partners with more than 150 agencies across the country.

“The anticipated rebound from COVID-19 was not as swift as we had expected – so we needed to act to further boost the prospects of our company. Airline ticketing was identified as a potential path forward - with many travelers booking direct through an airline website, this was an opportunity for us to capture some business,” said **Henrik Gajarszki, Travel Consultant, TUI Magyarország.**

“By becoming an IATA-certified agent, we were able to significantly expand our offering in the Hungarian market. We are now a strong flight sales partner to smaller agents which are not accredited by IATA – and we are open to new business.

“In response to growing demand, we decided to adopt the IATA [GoLite](#) solution, which allows for credit card bookings, but does not require bank guarantees or insurance. Having used Amadeus as our only global distribution partner for over 20 years, the adoption of IATA GoLite – facilitated through the use of [Outpayce B2B Wallet](#)\* – was a natural decision for us. And the results were impressive.”

**For 2022/23 TUI Magyarország has seen an increase of 145% on 2021/22.**

“The biggest advantage was that it opened access to airlines that do not accept company credit card bookings. IATA offers a similar credit card solution, but it does not support the cashback options seen in the Outpayce B2B Wallet,” added **Gajarszki.**





“ Outpayce B2B Wallet is also accepted in other sectors, including low-cost carriers, trains, cruise and mobility. All data is reconciled under one system, with clear invoicing and reporting. [Amadeus Ticket Changer](#) and [Amadeus Ancillary Services](#) are also used, all helping us to offer the best options, as well as streamlined booking and ticketing.”

\*Outpayce is Amadeus’ fully owned travel payments business.



**Steven Love,**  
Commercial Director UK, Ireland & Poland, Amadeus,  
explains:

*“SME travel sellers are a hotbed of innovation; operating on a smaller scale, they adapt quickest to meet the changing needs of travelers.*

*“They have to offer a unique reason for customers to use their services – and we have seen that clearly demonstrated over the past three years.*

*“Travelers that use these SME travel sellers expect an end-to-end, personalized service and support throughout the journey – and agents, alongside Amadeus, can meet these demands.*

*“For example, they can communicate travel changes to their business travelers much faster than with bigger players.*

*“SMEs want to know we are the only technology partner they need to meet their needs, enabling their customer service to be faultless and seamless.”*



## Case Study: CroisiEurope



As the European leader in river cruising, CroisiEurope is an independent, family-owned travel agency and tour operator that runs maritime and river cruises around Europe and across the globe.

As cruise specialists and pioneers in the boat construction industry, CroisiEurope welcomes nearly **200,000 passengers** a year on its **55 small-scale ships** in rivers, seas, and canals.

“When the COVID-19 pandemic hit, as with most travel providers, our entire business came to a halt for a period. As the crisis persisted, there was a noticeable shift to online channel by those travelers still booking trips,” said **Gualtiero Togneri, Director Belgium & Netherlands, CroisiEurope**.

“This was OK for the online giants but affected smaller agencies hard. However, for us at CroisiEurope, even though we suffered the COVID-19 difficulties too, we were hit less hard than our peers because of the very niche service we offer (river cruising). This isn’t readily found online, so customers still had to make the effort to come to us as specialists in this area.”

**Togneri** adds: “Also, the lack of support around delays and cancellations experienced by many travelers during the pandemic further caused customers to move towards booking their travel with physical agents. Coupled with our tailored, in-person service, this put us in a good position to prepare for recovery and helped attract new customers during lockdown.” CroisiEurope is in control of most of the service on offer once customers board their ships until the end of the cruise. However, the transport by plane, train and other ways has become much more important after COVID-19 to ensure a total holiday experience to customers.

“Many of them lost a lot of money with schedule changes or cancellations through online bookings. Therefore, we needed the latest information on availability and prices, something we could find easily and precisely in Amadeus,” concluded **Togneri**.

# Conclusion

Over the past three years, Amadeus has been on hand to support the recovery of the SME travel seller sector.

As these organizations work to deliver personalized service, focused on a niche, Amadeus offers them the tools to see the widest possible range of content in one place.

Flexible, digital tools allow SME travel sellers to create end-to-end journeys for travelers, foregrounding sustainable options.

## Want to find out more?

Want to know more about anything from SMEs Reimagined – or just want to talk about the evolution of your business in general?

Amadeus Account Managers specialized in your sector are at your disposal [HERE](#).

# It's how travel works.

**amadeus**