

## Iberia implements Amadeus solution for the distribution of ancillary services

*Travel agencies in Spain can now book Iberia's advanced seat selection*

**Madrid, Spain, 5 December 2011:** Iberia, Spain's largest air transport group, has adopted Amadeus Ancillary Services to distribute its ancillary programme to travel agencies. The solution is launching in Spain where travel agents can now offer *advanced seat selection* to their customers. The new service enables travellers to book their preferred seat prior to the check-in process - when seats are generally assigned - and includes an option to choose preferential seats such as those in the exit row.

The Amadeus ancillary solution is also integrated across Iberia's call centre and sales offices so that customers can be consistently served across these channels.

*By adopting the Amadeus solution we now have the technology structure that will enable us to execute our ancillary services strategy in the long-term, said José Arribas, Head of Commercial Logistics, Iberia. We have worked with Amadeus for some months to bring this technology to our travel agencies so that they can offer our services to their customers and reinforce their role as travel consultants. This is yet another proof point of our commitment to work with our travel agency partners.*

Travel agencies in Spain are now able to book the *advanced seat selection* option with the Electronic Miscellaneous Document (EMD) industry standard. The electronic messaging tool facilitates the issuance, management, distribution and fulfilment of the ancillary services. As with the electronic ticket in 2007, the EMD is part of the e-Services IATA initiative to eliminate the use of paper and ease processes.

Amadeus has integrated a unique interactive catalogue in its travel agency selling platform which clearly displays the range of airline optional services available. In this way, the travel agent can view, book and up-sell ancillary services quickly and efficiently. The content of the catalogue - the service and its description - is controlled by the airline, which will use this space to differentiate its offer.

*Our ancillary solution enables airlines to merchandise their services to travel agencies as they would do through other sales channels, but also to generate additional revenue by making the booking process as efficient and straightforward for the travel agent to use, said David Doctor, Director Distribution Marketing, Amadeus.*

Recent analysis by Ideaworks, a consultancy company for the airline industry, estimates that airline ancillary revenue will soar to \$32.5 billion worldwide in 2011. According to this study, ancillary revenue lifts the airline industry from a loss making position and continues to provide a very effective hedge against runaway fuel bills.

Seventeen other airlines have signed up for Amadeus Ancillary Services. The solution has already been implemented both for online and travel agency channels in key markets, including France, the Netherlands and Scandinavia

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## Notes to the editors

### **About Iberia**

Iberia is Spain's largest air transportation group and market leader on routes between Europe and Latin America, with the largest offer of destinations and frequencies. Following its merger with British Airways in January, 2011, it is now Europe's third-largest and the world's sixth largest in terms of sales. Together with its franchise partner Iberia Regional/Air Nostrum, it operates about 1,000 flights with a fleet of 160 aircraft to 107 destinations in 45 countries. The Iberia Group carried more than 24 million passengers last year, while its turnover was of more than 6,300 million dollars. Iberia is a member of the oneworld alliance that offers more than 8,400 daily flights to about 680 destinations in 134 countries.

For more information, please visit <http://grupo.iberia.com/portal/site/grupoiberia/>

### **About Amadeus**

**Amadeus** is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry.

Customer groups include **travel providers** (e.g. airlines, hotels, rail, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travellers).

The group operates a **transaction-based business model** and processed 850 million billable travel transactions in 2010.

Amadeus has central sites in Madrid (corporate headquarters), Nice (development) and Erding (operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organisations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol "AMS.MC". For the year ended 31 December 2010, the company reported revenues of EUR 2,683 million and EBITDA of EUR 1,015 million. The Amadeus group employs around 10,000 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please go to [www.amadeus.com](http://www.amadeus.com). To visit the Amadeus Investor Relations centre please go to [www.investors.amadeus.com](http://www.investors.amadeus.com)

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