

Ryanair Partners With Amadeus Gds 24 Sep 2014

Ryanair, Europe's favourite low fares airline, today (24 Sep) announced a new GDS partnership with Amadeus, Europe's leading provider of advanced technology solutions for the global travel industry, allowing Amadeus-affiliated travel agents across Europe access to Ryanair's low fares and Europe's largest route network.

The combination of Ryanair's low fares, extensive route network at primary and secondary airports, and leading market share in most of Europe's major travel markets, and Amadeus' technology, will enable Ryanair to further improve its business travel offering. This partnership (Ryanair's second GDS agreement) follows the August launch of Ryanair Business Plus and a dedicated corporate and groups service, which will allow even more businesses access to Ryanair's low fares, saving European companies millions in travel expenses every year.

This is the latest in an on-going programme of Ryanair customer improvements, including the launch of the new Ryanair website, a new app with mobile boarding passes, allocated seating, a second carry-on bag allowance and a dedicated family service, Family Extra, as Ryanair continues to offer so much more than just the lowest fares.

In Cologne, Ryanair CEO, Michael O'Leary said:

"Ryanair is pleased to partner with Amadeus whose technology represents a significant opportunity for us to reach a wider range of business and corporate customers. With more than 27% of our customers already travelling on business, we are continuing to improve Europe's best business service, with the lowest fares, most on-time flights and our tailored Business Plus service. For business travellers, corporations and TMCs, this agreement will mean greater access to our low fares and Europe's largest route network."

Amadeus' SVP Distribution, Holger Taubmann added:

"Ryanair is the world's most successful low fare airlines so we are delighted the airline has seen the value of working with Amadeus to increase its reach, yield and merchandising capabilities. Our technology will enable travel agencies to book Ryanair flights easily and seamlessly. For our subscriber partners, this agreement underlines our commitment to continued innovation in

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order to offer the widest possible range of airline content.”

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