

# Amadeus Global Travel Distribution SA in Travel and Tourism (Global)

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## Abstracts

Amadeus is the leading player in the global distribution system (GDS) space in Western Europe. It is however in the midst of expanding into Asia Pacific and North America. The company is adapting to changes in travel retail and concerns by airlines that the current intermediary platforms do not adequately service their needs. The recent addition of Hitit has also brought Amadeus into the customer loyalty programme segment for the first time in 2013 which offers new revenue streams.

Euromonitor International's Amadeus Global Travel Distribution SA in Travel and Tourism (Global) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Travel and Tourism market. The report examines company shares by region, financial performance, its marketing strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Car Rental, Demand Factors, Health and Wellness Tourism, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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Geographic and Category Opportunities  
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