

Amadeus Lanka Hosted its first Online Travel Technology Forum

Colombo, January 4, 2018: Amadeus Lanka, pioneer in providing to the Sri Lankan Travel industry, access to a global distribution platform, conducted its first Online Travel Technology Forum in the country. Held on November 08 and 09, 2017 at Kingsbury, Colombo, this forum aimed to educate the industry on how to capitalize on travel technology to tap into the changing profile of travellers.

The forum received an overwhelming response from over 100 participants which included travel management companies, software development companies and leading online travel agencies.

Johan Nordqvist, Managing Director, Partner Markets Asia Pacific, Amadeus IT Group led the forum with a presentation on Amadeus's global strength and reliability. He said, "We at Amadeus are very committed to the Sri Lankan market and endeavor to be at par with the other players in the industry. To achieve this level of success, it is crucial to educate our travel agents on the importance of having their own website. Additionally, with evolving travel preferences, it is important to further diversify online booking."

Speaking at the event, Dennis Fonseka, Managing Director, Amadeus Lanka said, "We at Amadeus, Lanka feel immense pride in being pioneers in providing the first GDS connectivity to the Sri Lankan travel market. Amadeus GDS platform has helped the travel industry of Sri Lanka gain access to airline inventory and improve the level of customer service today."

Other participants at the forum included Bonita Odayar, General Manager, Amadeus Lanka, Julian Stephen, Manager Business Development, Amadeus Lanka, Monisha Babu, Manager Ecommerce - Amadeus India, and Manish Ahuja, Senior Manager, Amadeus IT Group among others. The session was followed by a presentation on emerging online trends and comparison in line with the Sri Lankan market. The forum successfully concluded with queries from web developers and travel agents, which were addressed by Amadeus experts.

About Amadeus Lanka

Amadeus Lanka, wholly owned by Bird Group - one of India's largest and most diversified group of various entities within the industry, has been a pioneer in providing to the Sri Lankan Travel industry access to state of the art travel automation technology. Set up in 1997, Amadeus Lanka was established with the objective of providing IT and software services, developing software products and automated tools, for the travel trade industry including customized software products for travel agents and travel service providers.

Amadeus Lanka has its head office in Colombo and provides software connectivity to travel agents in Sri Lanka and Maldives to access over 95% of scheduled airline seats as well as hotel rooms, car hire and other travel services worldwide through the Amadeus Global Distribution System.

For more information, please visit www.amadeus.lk

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