

Press Release

Amadeus selects CCRA Travel Solutions to deliver extensive hotel content via Amadeus Vacation Link

Travel agent users in North America will benefit from wide choice of lodging options and comprehensive rates, as well as enhanced commission program

MIAMI, March 11, 2010 -- Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry, announced today it has selected CCRA Travel Solutions, a recognized leader in travel industry technology and marketing, as its hotel content provider for Amadeus Vacation Link, its one-stop booking portal that enables leisure travel agents in the U.S. and Canada to book high-profit, commissionable vacation travel.

“Agents have told us that they need relevant and comprehensive content to best serve their clients and that continues to be our focus at Amadeus. As one of the travel industry’s leading providers of hotel content with a long history of innovation and service, working with CCRA will deliver great enhancements to our VacationLink customers,” said Tom Cates, Chief Commercial Officer, Amadeus North America.

The Amadeus agreement with CCRA will ensure that Amadeus Vacation Link users will have the widest choice of lodging options delivered via an efficient and intuitive platform with a compelling commercial program.

“With this new agreement, Amadeus Vacation Link agents can access and book all five rate categories available on CCRATravel.com at over 160,000 hotels -- all in a single, integrated search without leaving the Vacation Link site,” said Mai Meyaart, Vice President and Managing Director of CCRA.

Hotel content for Vacation Link will be provided through CCRA’s proprietary hotel booking portal, CCRAtravel.com. CCRA works with a variety of vendors to provide agents with the most comprehensive rate options in the industry.

Agents who book hotels through Vacation Link will also qualify for COMMISSION/ *Express*, CCRA's weekly commission reconciliation and payment program.

Said Dic Marxen, President and CEO of CCRA, "We are delighted to have been chosen by Amadeus to complement their Vacation Link platform with our hotel content. We are honored that an industry leader like Amadeus has recognized the value we can bring to their clients. CCRA is a committed partner to the professional travel agent, and this new relationship reaffirms that commitment."

CCRAtravel.com was developed in 2005 as an alternative booking tool for travel agents without access to the GDS. It currently offers agents a choice of up to five rate categories from a single search. Rate options include net rates which agents can mark up; on-line rates; CCRA negotiated rates; a wide range of GDS-available rates and a new 15% enhanced commission rate.

Amadeus VacationLink is a single point-of-sale, agent portal for booking cruises, vacation packages, tours, as well as consolidator airfares, activities and entertainment. Amadeus premiered Vacation Link in April of 2009 and currently has 2,500 agent users. All features of Amadeus Vacation Link are available free to travel professionals in North America regardless of their GDS affiliation.

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[About CCRA Travel Solutions](#)

CCRA Travel Solutions is a Fort Worth-based company that specializes in providing reservation services, global marketing, commission settlement and call center support to the travel industry.

CCRA introduced the first afterhours, emergency call center in 1974, and today operates not only the oldest, but also the largest 24/7 call center travel service in the United States. For the past 14 years, CCRA Supplier Strategies has connected travel agents and travel suppliers through a GDS negotiated rate program and a broad range of targeted marketing opportunities.

CCRA Travel Solutions is also a leading provider of hotel content to professional travel planners through CCRAtravel.com. CCRAtravel.com was introduced in 2005 to provide hotel content to travel agents without access to the GDS. Today this proprietary booking portal offers real-time rates and availability at over 160,000 hotels worldwide.

The portal's unique value proposition is the availability of up to five rate categories on a single search. Rate options include net rates which agents can mark up; on-line rates; CCRA negotiated rates; a wide range of GDS-available rates and the new 15% enhanced commission rate. Over 50,000 qualified travel agents are currently registered to use CCRAtravel.com.

In 2009, CCRA introduced COMMISSION/Express, a program which reconciles commissions and pays agents on a weekly basis for transactions made through CCRAtravel.com.

CCRA is a growth company that continues to invest in and develop cutting edge services and technology to support the travel industry

About Amadeus

Amadeus is the chosen technology partner and transaction processor for the global travel and tourism industry. The company provides distribution and technology solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers).

Amadeus operates under a transaction-based business model that offers IT solutions to virtually all players in the travel industry. The Amadeus system processed more than 670 million billable travel transactions in 2009.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing center) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At market level, Amadeus maintains customer operations through 72 local Amadeus Commercial Organizations covering 195 countries.

The company is majority owned by AMADEUS IT HOLDING, S.A., whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. The Amadeus group employs over 9,300 employees worldwide, with 123 nationalities represented at the central offices. More information about Amadeus is available at: <http://www.amadeus.com>

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