
CASE STUDY – TRAVEL & TOURISM SECTOR

Amadeus is a technology partner for the travel industry, created in 1987 by Iberia, Air France and Lufthansa which began operating in 1992. The company is now the world's leading GDS and is present in more than 215 countries throughout the world with headquarters in Madrid.

objectives

- we were appointed in 1998 to advise the company on the communications and marketing of the IPO that took place finally in 1999. The company was listed simultaneously on the Spanish, French and German stock exchanges
- our initial brief incorporated retained corporate communications and IR and we continue today to work for the company as corporate and financial communications adviser

actions

- our work for the company is that of communications adviser to support the company's internal team; corporate and financial communications covering national and international media as well as the marketing and care of the Amadeus brand in crisis situations globally
- we have worked for the company in a variety of activities: our communications brief expanded in 2004 to include Savia Amadeus, the company's regional distributor in Spain and Portugal, as well as acting as lead agency to co-ordinate the company's corporate and financial messaging with their agencies throughout the world
- we have carried out the communications a number of capital market transactions for Amadeus, most recently the acquisition of Optims (2003), Opodo (2004) and 100% of Savia Amadeus (2005)
- we worked on the transaction communications of the LBO of Amadeus by WAM Acquisitions, a special purpose vehicle formed by the airlines (Iberia, Lufthansa and Air France-KLM) and the private equity groups BC Partners and Cinven, valuing the company at € 4.34 bn