

Agoda, Amadeus ink new agreement for airlines

- A Monitor Report

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Singapore : Singapore-headquartered digital travel platform Agoda will access the Amadeus Travel Platform and begin offering travellers the opportunity to book a wide range of tailored content from Amadeus' partner airlines.

Travellers will enjoy an enhanced choice and better comparison capabilities when using Agoda's website or app, thanks to the portfolio of airlines present in the Amadeus Travel Platform.

On the development, Andrew Smith, Senior Vice President, Supply, Agoda said, "By integrating Amadeus' extensive airline content, we're creating even greater value for our customers and our partners, reinforcing Agoda's position as one of the leading choices for travel in the Asia Pacific region. Our vision is to provide a connected trip experience where customers can seamlessly book flights, hotels, and activities all on one platform."

The new Amadeus-powered airline offering from Agoda went live in Thailand in September 2024, with ambitions to expand the partnership across the APAC region by the end of the year.

Tristan Nielson, Vice President, Online Sales, Amadeus, said, "Agoda is one of the largest online travel agencies in the Asia Pacific market and this partnership continues to drive our presence in the region. Agoda customers will have access to the most comprehensive range of airline content, including EDIFACT and NDC, allowing them to build the tailored experiences they have come to expect all in one location. We look forward to working with Agoda in Thailand and beyond."

As a part of Booking Holdings Group, this new alliance with Agoda will be incorporated into Booking Holding's existing relationship with Amadeus.