

Thai Airways, Amadeus expand partnership

- A Monitor Report

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Bangkok : Thai Airways renewed and expanded its distribution agreement with travel technology provider Amadeus.

The new partnership agreement allows Amadeus travel sellers in Thailand to continue getting access to Thai Airways' domestic content. Also, the flag carrier's website and mobile channels will also be upgraded with a more robust booking flow that enables travellers to switch devices throughout their journey and receive a smoother and more personalised shopping and travel experience, said reports.

About the partnership, Javier Laforgue, Executive Vice President, Travel Unit and Managing Director, Asia Pacific, Amadeus, said, "Thai Airways has long been an important and strategic partner of Amadeus. We look forward to working hand in hand with the carrier on its transformation journey and are confident that our technology will continue to support Thai Airways' growth ambitions and enable the carrier to achieve its

business goals."

"This is a major technology investment and upgrade for Thai Airways and will provide the building blocks of our business transformation. We'll now be able to offer travellers a more modern and seamless booking experience whether they are visiting our website or searching for travel via our mobile app," said Nuthaphol Amawatana, Head of Pricing and Revenue Management, Thai Airways.

THAI has also implemented Amadeus Travel Ready which enables international travellers to verify their travel documents such as passports and visas within the online check-in process, helping to save time at the airport.

Additionally, Thai Airways will implement Amadeus Network Revenue Management to help it boost and optimise network revenue. Leveraging machine learning and customer choice modelling techniques, the solution enables Thai Airways to optimise routes, pricing and availability decisions.

Lastly, the airline will use the Xchange Payment Platform (XPP) from Outpayce, Amadeus' payments business.