



FLYNAS RENEWS PARTNERSHIP AGREEMENT WITH AMADEUS

News / Airports / Routes



Flynas and Amadeus have renewed a long-term Full Content Agreement (FCA) that sees Saudi Arabia's flagship low cost airline benefit from Amadeus' global network of travel agencies.

Amadeus subscribers will continue to access the full range of Flynas fares, availability and schedules, under the same terms as the airline's website, call centres and ticket offices.

"We are very pleased to renew our agreement with Amadeus since it has proved to be a successful partnership that provides significant benefits for flynas guests," commented Steve Allen, CCO of Flynas. "Due to the major enhancements to our services and the continuous increase in the number of Flynas destinations we are now carrying more guests than ever before. Therefore, providing access to flynas services through a global network of travel agencies is a key part of our multi-channel distribution strategy."

Maher Koubaa, vice president, Airline IT and Distribution, Amadeus MENA stated: "Amadeus has a commitment to shaping the future of travel, so extending and strengthening our partnership with a forward-thinking Low Cost Carrier (LCC) such as Flynas is especially gratifying. This new partnership further proves the value Amadeus delivers as a global distribution and technology partner to the emerging Low Cost Carriers segment. The renewed partnership between Flynas

and Amadeus is great news for the industry and comes at an exciting time given Flynas's ambitious growth plans. We are very pleased to support Flynas's multi-channel distribution strategy and pioneering approach, ensuring that travellers will be able to shop for the airline's innovative products and services through the channel of their choice."

Amadeus plays a critical role in the multi-channel distribution of airline products and services ensuring global reach, maximized yield and support for airline merchandising strategies. Today, more than 80% of Amadeus bookings worldwide are made on airlines with which Amadeus has a content agreement.

26 OCTOBER 2015

SOURCE: ARABIANAEROSPACE

ARTICLE LINK:

<https://50skyshades.com/news/airports-routes/flynas-renews-partnership-agreement-with-amadeus>