

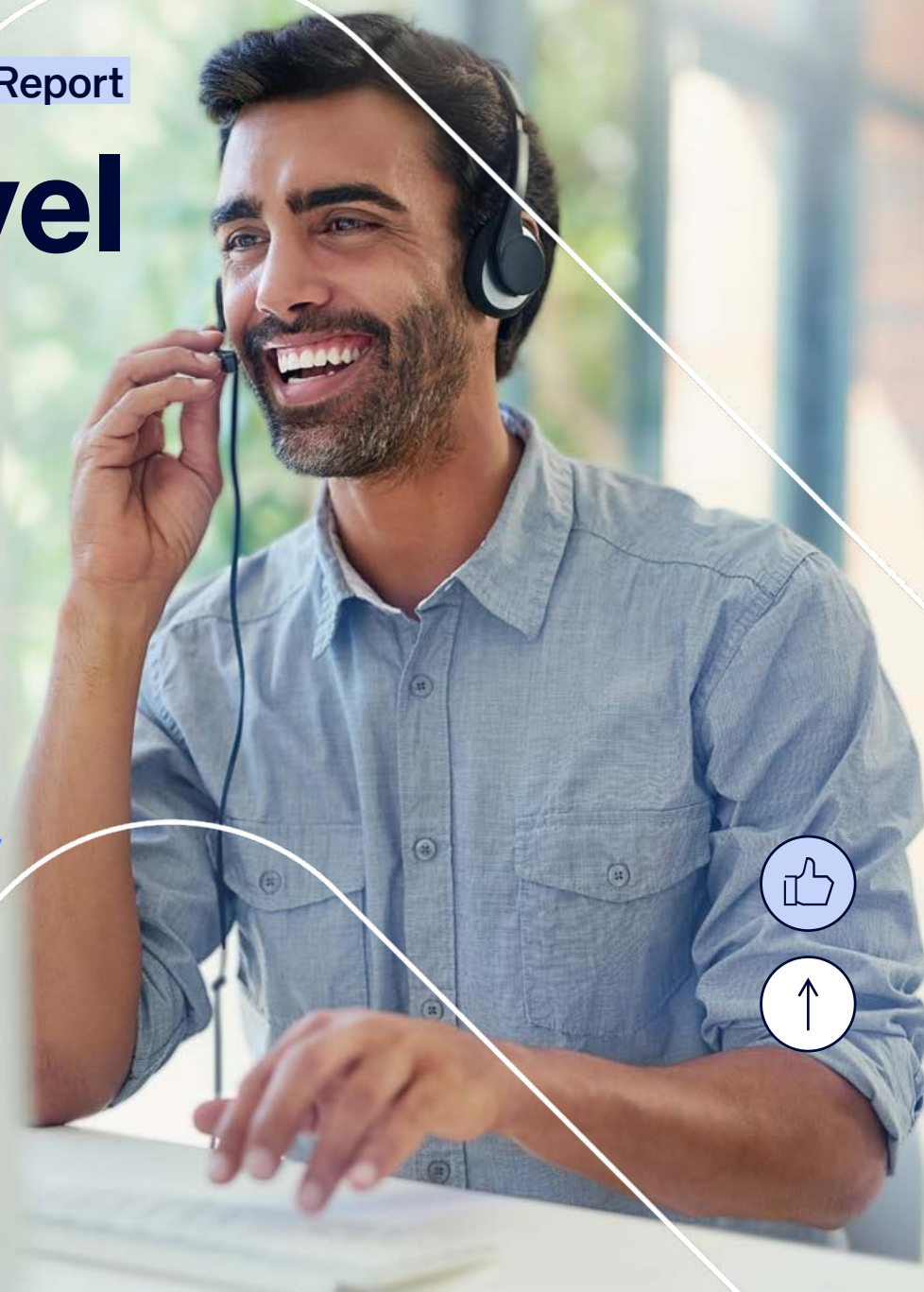
amadeus



2026 Global Travel Agent Report

The Travel Agent's View:

Insights and
AI Trends to
Power Your
GDS Strategy



New research on what hoteliers, destinations and airlines need to know about selling through the GDS: what earns an agent's recommendation and what quietly loses the booking.

Amadeus. It's how travel works better.

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Introduction

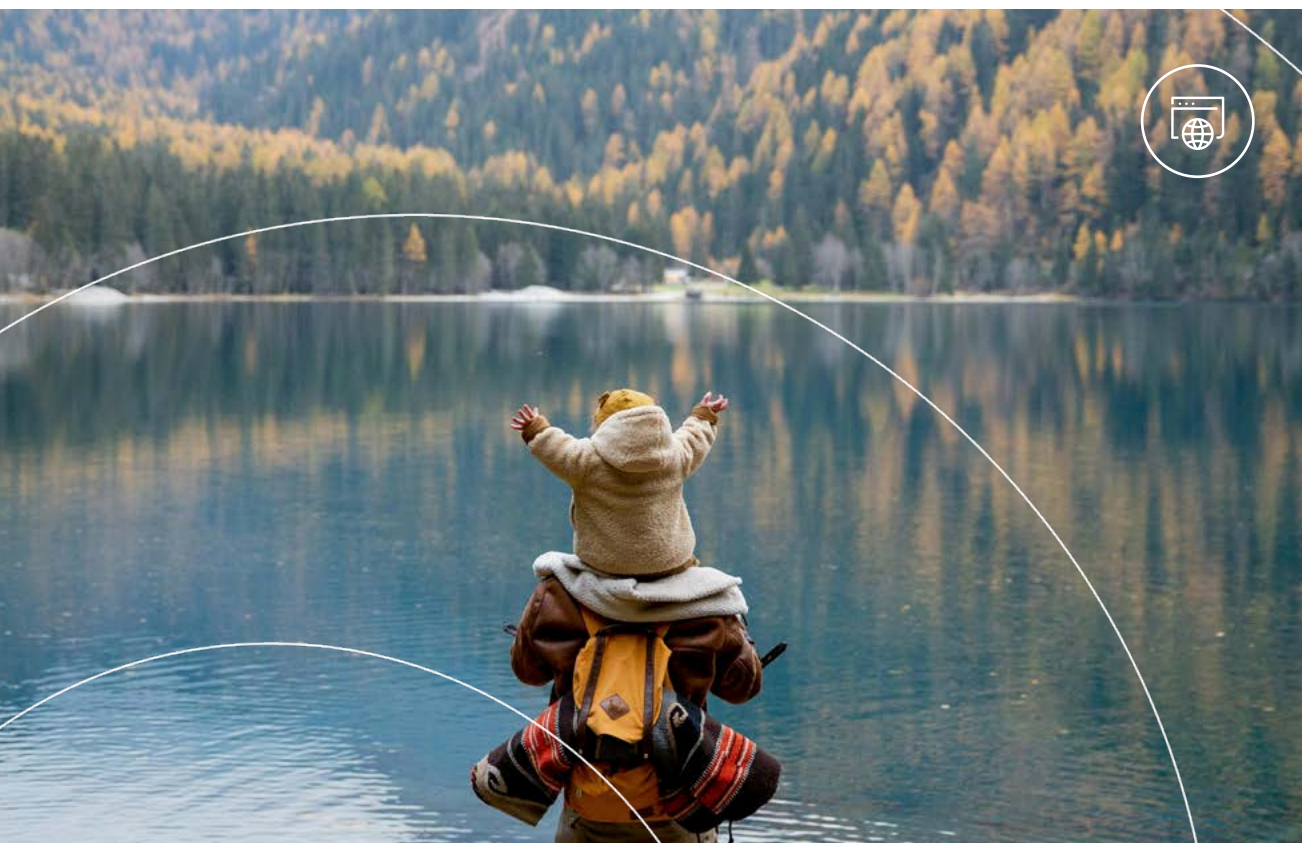
Travel continues to demonstrate **remarkable resilience in 2026** [↗](#). Despite economic uncertainty, demand remains strong; travelers are exploring a broader range of destinations; business travel continues to recover, and the lines between work and leisure travel are increasingly blurred. At the same time, travelers expect **more personalized** [↗](#) relevant and seamless experiences throughout their journey. Against this backdrop, travel agencies continue to play an important role in helping travelers navigate an increasingly complex travel landscape. Global Distribution Systems (GDS) remain a key tool for agents, providing access to a wide range of travel content, competitive rates, and booking options that help them deliver value to their clients.

The biggest shift shaping the industry today is AI. Three quarters of agents already use AI tools in some form, and expectations are growing for AI-powered capabilities within the systems they use every day. For travel sellers and advertisers alike, this creates an opportunity to deliver more relevant, personalized, and effective engagement through the GDS.

Our research highlights the continued importance of the GDS in the agent workflow. Agents access their GDS on average more than six times a day and spend nearly eight hours within the platform. Many report that compelling offers surfaced in the GDS influence booking decisions, demonstrating the value of being present with the right content, at the right time, in the right channel.

Today's travel agents are informed, digitally enabled, and increasingly supported by AI. Understanding how they discover, evaluate, and book travel content is essential for hoteliers looking to maximize visibility and performance through the travel agency channel. In this report, we explore the latest trends shaping agent behavior and what they mean for GDS strategies.

For hoteliers, **now is a valuable opportunity to refine their GDS approach, enhance their GDS content, and prepare for a new generation of AI-assisted travel selling.**





About the survey

Every two years, Amadeus authors a comprehensive report exploring the habits, preferences, and motivations of travel agents across the globe. For this edition, Takedown Research, an independent market research and analytics firm, conducted the survey commissioned by Amadeus, Sabre, and Travelport.

Between April and June 2026, 756 travel agents were surveyed across three key regions: the Americas (North America and Latin America), EMEA (Europe, Middle East and Africa), and APAC (Asia Pacific), with results weighted to ensure equal representation across all regions. This report provides insight into how agents work, what they value, how they make decisions, and which shifts matter most now.

The goal is straightforward: to give hoteliers, destinations, and travel providers a direct line to understand what tools travel agents are using, how they behave, and what this means for the distribution landscape. What channels are they using more? What do they notice in GDS advertising? What makes them book one property over another? And this year, for the first time: how are they using AI?

As the most recent large-scale study was conducted in **2024**, this survey was designed to track trends, insights and meaningful changes since then — particularly the rise of AI adoption, shifting regional patterns, and the continued evolution of the effectiveness of GDS advertising.

Travel trends based on travel agents' GDS usage



Price remains the top driver of GDS bookings

48%

of agents rank price as travelers' number one consideration

67%

of agencies report increased business travel

Travel agents consistently rank price as the number one consideration for travelers globally, but **regional differences are worth paying attention to**. Price leads worldwide at **48%**, ahead of value at **15%** and health and safety at **14%**.

EMEA agents are the most price-focused at **51%**. APAC places greater emphasis on health and safety (**25%**) and overall value (**21%**), while the Americas more closely mirrors the global pattern, making price the entry point and convenience or wellness-led messaging a natural way to stand out.

Corporate demand [↗](#) is back in motion with business travel gaining momentum again and making the GDS one valuable channel for brands that want to influence high-intent bookings while agents are actively building corporate itineraries. For hotels, this means making corporate rates, flexible policies, loyalty benefits, and business-friendly amenities easy to find and book. For airlines, it means using the GDS to promote fare options, preferred seating, fast check-in, and loyalty value at the point of itinerary planning.

Business trips are becoming longer-stay opportunities. Blended travel, combining a business trip with leisure time – also known as "bleisure" – is expanding beyond the business trip itself. It now represents 30% of agency bookings, giving hotels, airlines, and destinations a strong opportunity to drive incremental revenue through the GDS.

Hotels can promote upgrades, extended-stay offers, breakfast, wellness, and premium services. Airlines can support flexible return options and ancillary upgrades. Destinations can highlight experiences, events, dining, wellness, and local transportation that inspire travelers to extend their trip with leisure time.

30%

of agency bookings are blended travel
(combining a business trip with leisure time)

The GDS is where travel brands can turn business intent into higher-value journeys

Travelers increasingly expect a seamless, connected journey from start to finish. With **94% of agents globally** highlighting the importance of the door-to-door experience, there is an opportunity to deliver more value through cross-sell services such as transfers (59%), seat selection (56%), fast check-in (50%), car rental (46%), and insurance (45%).

Key takeaway



The GDS is a high-intent selling environment where travel brands can influence decisions while agents are actively building the trip. To win, hotels, airlines, and destinations may consider leading with competitive pricing, then use regional relevance to capture corporate demand, encourage longer blended stays, and package the services travelers need for a smoother end-to-end journey.

In APAC, value, health and safety, and tech-enabled experiences deserve stronger emphasis; in EMEA, sustainability and add-ons can help influence choice; and in the Americas, convenience and wellness-led content can help brands stand out.

Rate parity and quality content turn GDS searches into bookings



Agents need to trust what they see in the GDS before they recommend or book a provider. For hotels, that trust starts with rate parity. Most agents consider GDS rate parity highly important, and when rates are inconsistent across providers, many will actively book away from the property. The implication is that price does not only need to be competitive; it needs to be consistent everywhere agents shop.

Content quality is just as important. An accurate, rich Hotel Description is one of the most effective ways for hotels to turn GDS browsing into bookings. Agents regularly use HOD fields when researching or making a reservation, so missing, outdated, or unclear information creates friction at the exact moment they are ready to act.

Almost 9 out of 10 agents regularly view Hotel Description (HOD) fields when making or researching a booking. The details that help agents book with confidence are also the details that should be easiest to find: high-quality property images, the hotel property ID, complimentary amenities, and sustainability credentials. Including the property ID in GDS ads is especially important because it removes friction and allows agents to move directly from interest to booking.

For hotels, this means keeping GDS content visual, complete, and current. For destinations and travel providers, the same principle applies: make the value easy to understand, easy to verify, and easy to book. Download Amadeus' [Guide to Optimizing GDS Visibility](#) to learn more about HOD best practices.

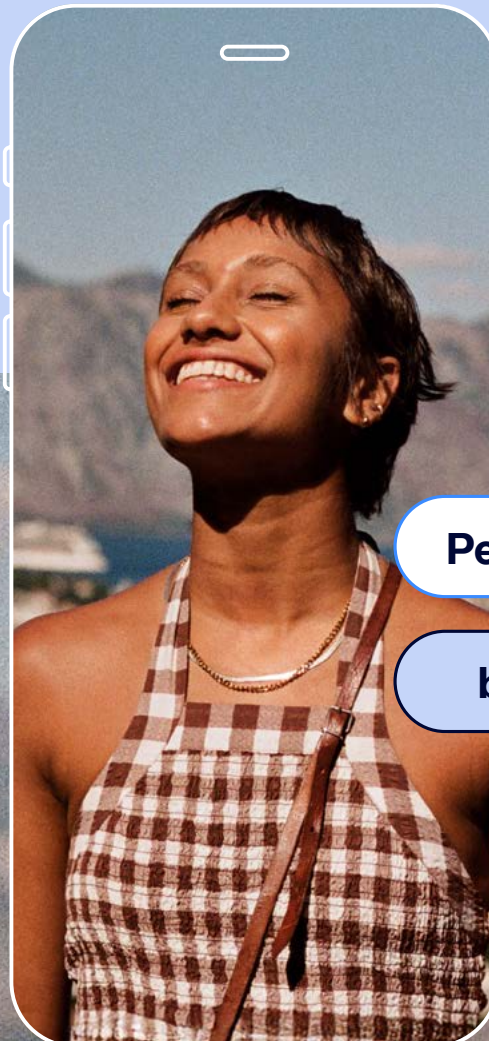
Sustainability has also moved from a “nice to have” to a standard decision factor. When green credentials are missing, agents say it can negatively influence the booking decision, especially in EMEA and APAC. Travel brands should make sustainability information visible in the same way they highlight amenities, rates, and booking details.

94%

of agents say GDS rate parity is highly important

63%

will book away from a hotel if rates are inconsistent



Performs

better



This is what agents look for first:

- **Provider pictures:** 9 in 10 rate images in GDS ads as highly important
- **Hotel property ID:** 91% say having the property ID in an ad is vital for seamless booking.
- **Sustainability credentials:** Increasingly expected across all regions

The most valued complimentary or free services are **breakfast(27%), Wi-Fi (19%), airport shuttle (17%)** and **room upgrade (13%)**

88%

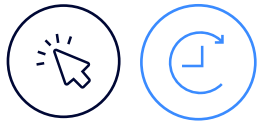
say sustainability matters to customers when choosing a provider

Key takeaway



To convert GDS interest into bookings, travel brands need to remove doubt and reduce friction. Hotels should protect rate parity, keep descriptions and images up to date, include the property ID in ads, and make amenities and sustainability credentials easy for agents to find. The easier a property is to trust, compare, and book, the more likely agents are to choose it.

Travel agents are spending more time on the GDS, and usage is still growing



Travel agents continue to rely heavily on the GDS throughout the day, logging in an average of more than **6 times per day** and spending nearly **8 hours** connected. This makes the GDS a very active decision-making environment in travel, giving hotels, airlines, destinations, and travel providers a valuable opportunity to influence agents while they are actively comparing, building, and booking trips.

Usage is also increasing. Compared with two years ago, the GDS platform shows the strongest growth of any reservation channel measured, with **43% of agents using it more**. Other channels show more mixed results, with many agents using websites, call centers, online booking tools, and sharing economy systems less than before. For travel brands, the implication is: visibility in the GDS matters because agent attention is already there. Strong GDS advertising, accurate content, competitive rates, and clear offers can help brands reach agents at the exact moment they are making booking decisions.

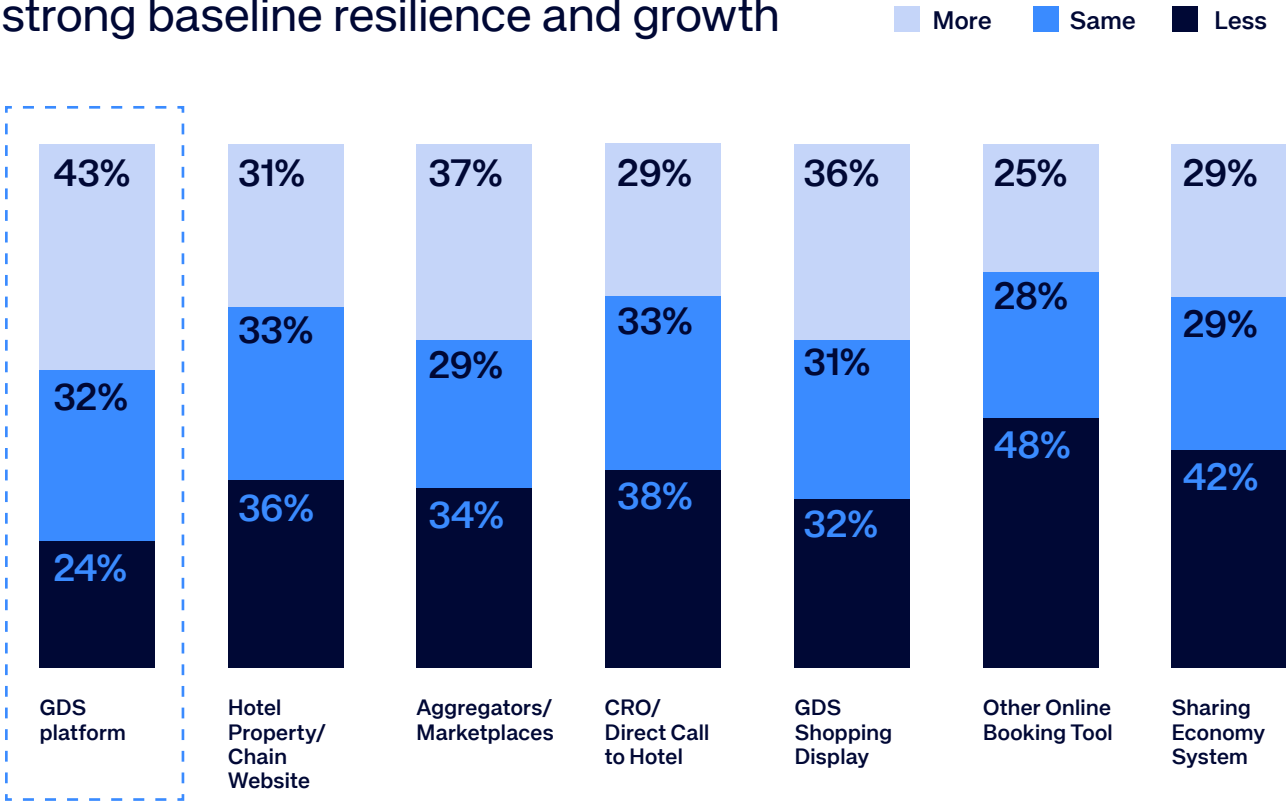


“As travel retailing becomes more intelligent and personalized, the value of the GDS continues to evolve. It remains a critical environment where hotels, travel sellers, and technology come together to match relevant offers with traveler demand.”

Mirja Sickel,
Executive Vice President,
Hospitality Distribution,
Amadeus



GDS usage continues to demonstrate strong baseline resilience and growth



Q: Compared to two years ago, would you say that you are using the following reservations channels more, about the same, or less?

Growth is consistent across regions but is led by APAC, where 47% of agents report using the GDS more than they did two years ago, followed by EMEA at 44% and the Americas at 42%. This confirms the GDS as a truly global channel, not just a regional one.

43%

of agents use the GDS platform more than two years ago

47%

of APAC agents report increased GDS usage

Key takeaway



The GDS remains a valuable place to reach travel agents because it combines daily engagement, booking intent, and continued usage growth. Travel brands should treat the GDS as a core visibility channel, using accurate content, competitive offers, and targeted media to influence agents while they are actively building trips.

Loyalty benefits can drive hotel selection

Loyalty programs play a direct role in hotel selection, making agents an important bridge between traveler preference and the final booking. **92%** of travel agents **include travelers' loyalty membership numbers** when finalizing reservations, and **67%** access loyalty rates directly in the GDS.

Loyalty should not sit outside the GDS experience. It should be part of the offer agents see when they are actively making the recommendation.

For hoteliers, this means loyalty value needs to be easy for agents to see and use at the point of booking. Visible loyalty rates, member-only perks, and clear benefits can help keep a property in consideration when agents are comparing options. This is especially important in the Americas, where loyalty has a stronger influence on booking direction.



49%

say loyalty drives booking direction

34%

say loyalty perks in GDS ads increase their likelihood to book a property

Key takeaway



Make loyalty rates and member benefits easy to find in the GDS. Hotels that clearly promote loyalty perks in GDS advertising can give agents another reason to choose their property over a competitor.

Flight bookings create a high-value hotel booking moment



Air bookings remain a strong signal of hotel demand. When agents book a flight, a hotel booking often follows, creating a valuable moment for hotels, destinations, and travel providers to influence the rest of the trip while the itinerary is still being built.

1 in 3

flight bookings lead to a hotel booking

For hotels, this is the moment to be visible, competitively priced, and easy to book. Strong GDS advertising, accurate property content, clear amenities, and recognizable brand information can help capture demand before agents move on to another option. For destinations, air-to-hotel activity is also an opportunity to promote local experiences, transportation, events, and reasons to extend the stay.

9 in 10

agents say customers request a specific hotel brand by name

Brand loyalty also matters in this moment. Many travelers request a specific hotel brand by name, and agents often use chain code qualifiers (33%) to find and book preferred brands faster. This makes brand visibility and consistency in the GDS especially important, particularly in the Americas where chain code usage is higher (39%).



Key takeaway



Treat every GDS air booking as a hotel conversion opportunity. Hotels should use GDS advertising with strong content for visibility, brand recognition, and competitive pricing, to capture demand while agents are actively building the trip. Destinations can support this moment by promoting experiences and services that make travelers more likely to stay longer or spend more.

AI



The new frontier for travel agents

Artificial intelligence is already becoming part of the travel agent workflow. This year's survey shows that agents are using AI to research options, compare content, build recommendations, and improve productivity. For hotels, destinations, airlines, and travel providers, the implication is: as agents adopt AI, the **quality, structure, and clarity of GDS content will matter even more.**

Most agents are already using AI, but adoption maturity varies by region

The global travel agent community is in an active exploration phase with AI. More than **3 in 4 agents already use AI tools** at some level to support their travel selling activities, and only **24% report not using AI at all.**

Comfort levels are high, with more than **4 in 5 agents** saying they **feel comfortable using AI** to support booking decisions. This suggests agents do not view AI as a replacement for their expertise, but as a productivity tool to help them work faster, compare options more easily, and support stronger recommendations.

Regional differences matter. APAC shows the highest level of comfort and more advanced AI integration, while the Americas remains more cautious, with 35% of agents using no AI tools. For travel brands, this means AI readiness should not replace clear human-facing content; it should reinforce it.

3 in 4

travel agents use AI tools at some level

4 in 5

feel comfortable using AI to support booking decisions

Agents are using AI first to research, communicate, and plan faster



Generative AI chat assistants are the most widely used AI tools among agents, with **more than half** using tools such as ChatGPT, Gemini, or Copilot to support research, communication, and content-related tasks. Automated fare search tools and AI itinerary suggestion platforms are also gaining traction, each used by 29% of agents globally.

AI is starting to influence the steps that happen before the booking is finalized. Agents may use AI to summarize options, compare suppliers, draft traveler communications, or shape recommendations. That makes consistent GDS content, brand messaging, hotel descriptions, fare attributes, destination information, and advertising even more important.

APAC is ahead in advanced AI use cases, including AI itinerary suggestions (36%), CRM recommendations (32%), and fraud or quality tools (21%). EMEA leads in conversational AI adoption (62%). The Americas' higher non-AI usage rate (35%) suggests skepticism remains, but this may shift as tools become more embedded in daily workflows.

more than

50%

of agents use generative AI chat assistants

29%

use automated fare search tools

29%

use AI itinerary suggestion platforms

Where AI adds more value: it helps agents compare and choose travel options

When agents were asked where AI could most improve productivity, the top answers were closely tied to booking decisions: pricing and upsell suggestions, hotel recommendations, destination inspiration, and content comparison.

This is highly relevant for travel brands advertising in the GDS, as AI is starting to **support how they evaluate which options are most relevant for the traveler**. Hotels with complete descriptions, accurate amenities, strong images, clear policies, and competitive rates will be easier for agents to compare and recommend. Airlines should make fare attributes, ancillary options, flexibility, and loyalty value clear. Destinations should make experiences, events, transportation, and reasons to extend the trip easy to understand and package.



Where travel agents see AI’s biggest productivity gains

AI Productivity Tasks*	Global	Americas	EMEA	APAC
Pricing & upsell suggestions	48%	42%	51%	58%
Hotel recommendations	47%	41%	54%	51%
Destination inspiration	43%	41%	45%	45%
Content comparison	40%	40%	46%	43%
Post-booking servicing	31%	25%	37%	39%
Supplier selection	26%	19%	37%	32%
None of the above	17%	20%	13%	17%

*multiple choice question

APAC shows especially strong interest in AI for pricing and upsell suggestions, while EMEA is notably more focused on hotel recommendations. This reinforces the need to make GDS content both regionally relevant and easy for AI-assisted workflows to interpret.

Agents want AI-powered GDS ads that make options easier to trust and compare

The most actionable AI finding is what agents want from AI-powered GDS advertising. Their priorities are practical: they want tools that help them understand whether a rate is competitive, summarize hotel content quickly, and match traveler needs to the right property or offer.

Real-time rate competitiveness alerts top the list, valued by nearly half of agents globally and almost 60% in APAC. If AI helps agents compare options faster, avoiding inconsistent or unclear rates matters even more than it did before.

Transforming

through

AI



"AI is transforming how travel agents discover, evaluate, and compare travel options. At Amadeus, we're embedding AI into our solutions in ways that make travel shopping more relevant, efficient, and valuable for the entire ecosystem."

Arialdo Piatti,
Head of Product Strategy,
Advertising Solutions,
Amadeus



Travel Agents want AI tools that help them assess rate competitiveness, quickly synthesize hotel content, and connect traveler needs with the most relevant property or offer

Agents also want customizable AI summaries of hotel content, along with tools that generate top picks or deliver more personalized ad recommendations. For hotels, this makes rich and accurate HOD content more important than it did before. For airlines and destinations, the same principle applies: offers need to be clear, structured, and tied to traveler needs.

40%

want customizable AI summaries of hotel content

37%

value tools that match traveler needs to relevant features or recommendations

APAC agents show higher demand across every AI advertising feature, making the region a useful signal of where agents' expectations may be heading globally.

Key takeaway



AI is raising the bar for GDS advertising. Travel brands will need to do more than just be visible; they will need to be easy to compare, easy to trust, and easy to recommend. Hotels, destinations, and airlines should prepare by keeping GDS content accurate, structured, and current, fostering rate consistency, and making the value of each offer clear for both agents and AI-supported workflows.

GDS Advertising: Win travel agents' attention



"Travel agents are telling us something important: they notice advertising when it helps them make faster, more confident decisions. More effective GDS advertising is no longer about visibility. It's about delivering relevant content at the exact moment an agent is ready to act. "

Dan Ciocoiu

Head of Advertising Solutions,
Amadeus



GDS advertising reaches travel agents when they are actively searching, comparing, and building trips. This year's survey shows that GDS ads do more than create awareness; they can influence which providers agents consider, which offers they notice, and which bookings they ultimately make.

For hotels, destinations, airlines, and travel providers, the opportunity is not just to appear in the GDS. It is to show up with the right message, at the right moment, with content that helps agents act quickly.

GDS ads influence both immediate bookings and long-term brand familiarity

GDS advertising has a measurable impact on booking behavior. More than **1 in 4 travel agents globally say they have directly booked a provider after seeing it in a GDS advertisement**, with APAC agents showing the strongest response (32%).

1 in 4

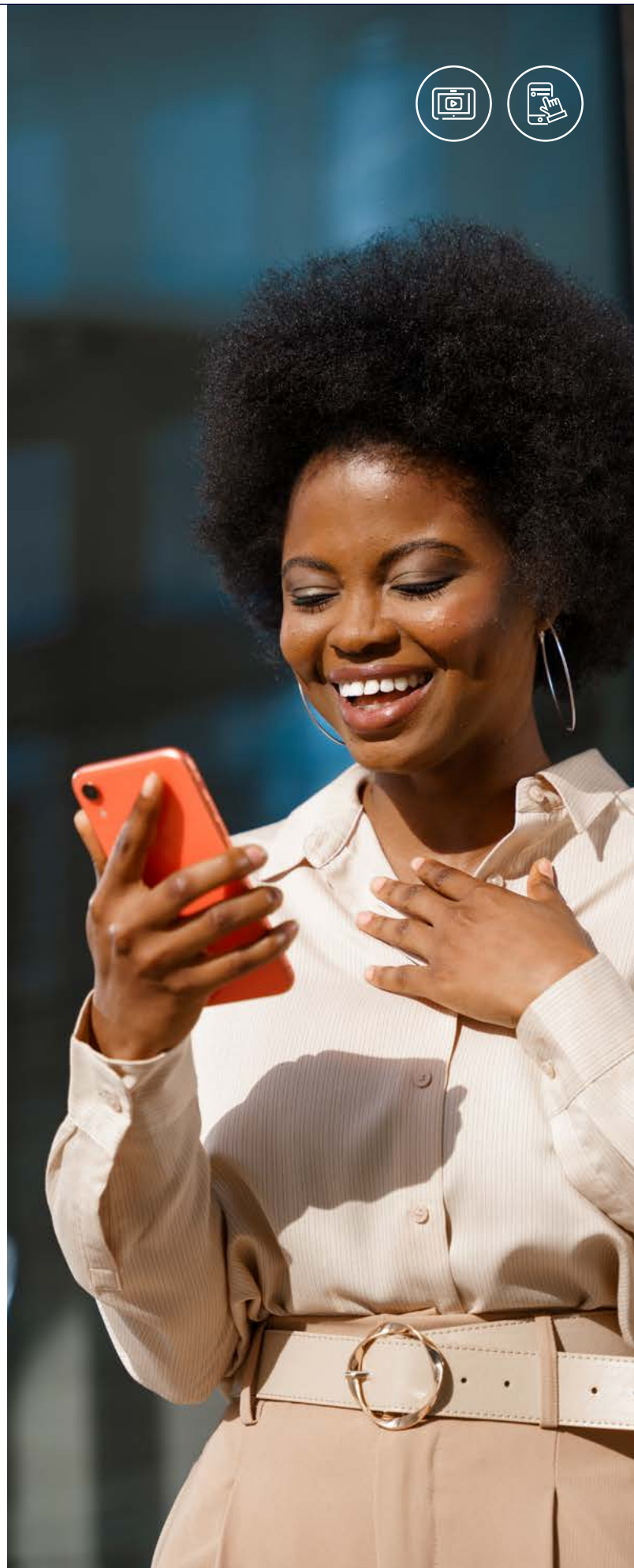
travel agents have booked a provider right after seeing it in a GDS ad

65%

say GDS ads increase brand awareness and familiarity

But the value of GDS advertising is not limited to immediate conversion. The majority of agents (65%) say seeing a provider in GDS ads increases their awareness and familiarity with that brand, even when they do not book right away. This matters because brand recognition can influence future searches, recommendations, and booking conversations.

For hotels and airlines, GDS ads can reinforce brand preference at the point of decision. For destinations, they can help keep the market top of mind when agents are shaping trip recommendations.



Agents respond to relevant offers across the full GDS workflow

GDS advertising does not only influence agents on one screen or at one point in the process. **2 in 3 agents say GDS ads shape their buying behavior**, with the strongest impact in APAC (72%) and EMEA (71%).

Agents are also open to acting on relevant offers across different GDS screens. Many say they would book a provider based on a strong offer, regardless of whether the ad appears on an air, car, or hotel screen. This is important for travel brands because it shows that agent attention is not limited to one product category. A hotel offer can be relevant while an agent is building an air itinerary; a destination message can help shape the broader trip; and an airline or ancillary offer can influence the journey around the core booking.

2 in 3

agents say GDS ads shape their buying behavior

72%

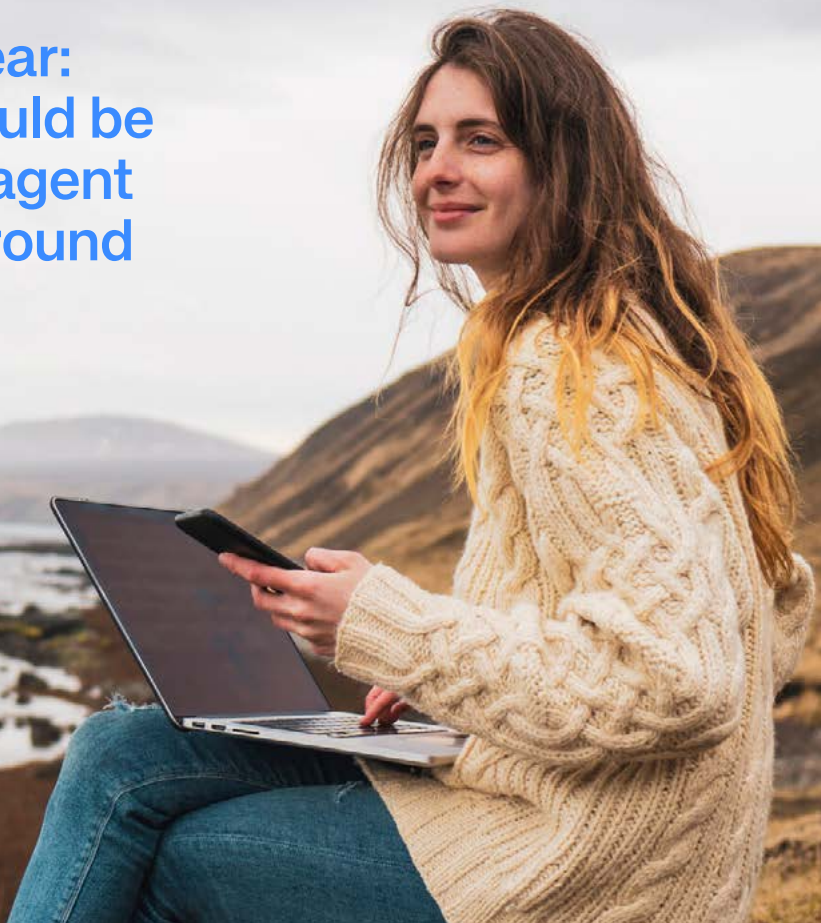
would book a provider based on a strong offer across GDS screens

80%

of APAC agents say they would act on a strong cross-screen offer



The implication is clear: GDS advertising should be planned around the agent workflow, not only around product category.



The ads that drive bookings combine strong visuals, clear value, and search timing

GDS ads seem to be most effective when they make the offer easy to notice and easy to understand. Visuals matter; more than half of agents say visual assets catch their eye first, and **9 in 10** rate provider pictures in GDS ads as highly important. Clear pricing information, bold promotional callouts, and search-screen placements help turn that attention into action, especially when agents are actively comparing properties.

The words you choose matter. Financial value language consistently drives engagement, with "Commission" (53%) and "Deal/Discount" (47%) ranking as the most effective keywords globally. "Free breakfast" (44%), "Upgrade" (37%), and "Complimentary" (36%) also resonate strongly. Regional preferences differ, though: commission-focused messaging performs best in the Americas (54%), "Deal/Discount" is especially effective in EMEA (58%), and "Complimentary" has the strongest appeal in APAC (46%).

Timing is also key. The search phase is the strongest moment for hotel promotional messages globally (38%), followed by log in (21%). Americas' agents are especially responsive during search (46%), making search-screen placements highly effective when agents are actively comparing properties.

The strongest booking trigger is an **exclusive GDS-only offer (57%)**, followed by verified rate parity (36%), loyalty perks (34%), and customer review summaries (34%). These are practical signals that help agents decide quickly: Is the offer strong? Is the rate trustworthy? Does the traveler get a benefit? Can I recommend this with confidence?

9 in 10 agents rate provider pictures in GDS ads as highly important

57%

say exclusive GDS-only offers increase booking likelihood

73%

prefer GDS ads built around best available rate with free inclusions



Exclusive offers, rate confidence, and loyalty perks are the strongest booking triggers

Q: What would increase your likelihood of booking a property featured in GDS advertising?

	Global	Americas	EMEA	APAC
Exclusive GDS only offers	57%	56%	59%	57%
Verified rate parity	36%	33%	38%	41%
Loyalty perks	34%	34%	34%	38%
Customer review summaries	34%	33%	34%	38%
Clear, AI generated comparison	20%	15%	22%	24%
Sustainability indicators	18%	13%	21%	25%
None of the above	20%	23%	18%	19%

Key takeaway



Lead GDS ads with high-quality images, clear pricing, and promotional callouts. Hotels should consider highlighting exclusive rates, verified parity, loyalty perks, reviews, and free inclusions. Airlines should consider making fare benefits, flexibility, seat options, and loyalty value easy to compare. Destinations should connect offers to clear reasons to visit.



Destination ads work best when deals are paired with reasons to go

For destinations, GDS advertising can help move agents from awareness to recommendation. The strongest motivators are financial incentives, discounts, and special deals, followed by curated experiences that make the destination easier to sell.

Agents also value practical content that helps them build the trip: packages, specific offers, accommodation details, and clear destination information. This is especially important in EMEA and APAC, where agents show stronger interest in richer destination content.

51%

say incentives, discounts, and special deals motivate destination recommendation

45%

value destination packages

42%

value specific destination offers

Key takeaway



Destination advertising in the GDS should consider combining a strong commercial hook with practical trip-building content. Financial incentives drive destination selection. Lead with deals and exclusive offers, then add packages and experiences to differentiate (especially for EMEA and APAC agents).

Four steps to fostering GDS Advertising success: Amadeus' strategic recommendations



No two travel agents are quite the same, and what resonates with one won't necessarily appeal to another. An effective GDS advert starts by recognizing that diversity and speaking to it directly. Below are four tips outlining how hoteliers can capture agents' attention, and get the most from their GDS advertising strategy.

1 Know your audience

Successful campaigns start with a clear view of which agents book properties like yours, in which markets, and for which travelers. [Travel intelligence tools](#) ⁷ help segment agents by region, booking volume, and client mix, from corporate and leisure to blended travel.

Blended travel is an example of why segmenting agents by client mix matters. With this segment now accounting for 30% of all bookings, understanding which traveler profile agents are serving is more valuable than ever. The agent booking a corporate account in EMEA has very different needs than the independent leisure agent in APAC, and your advertising should reflect that.

2 Create content that converts

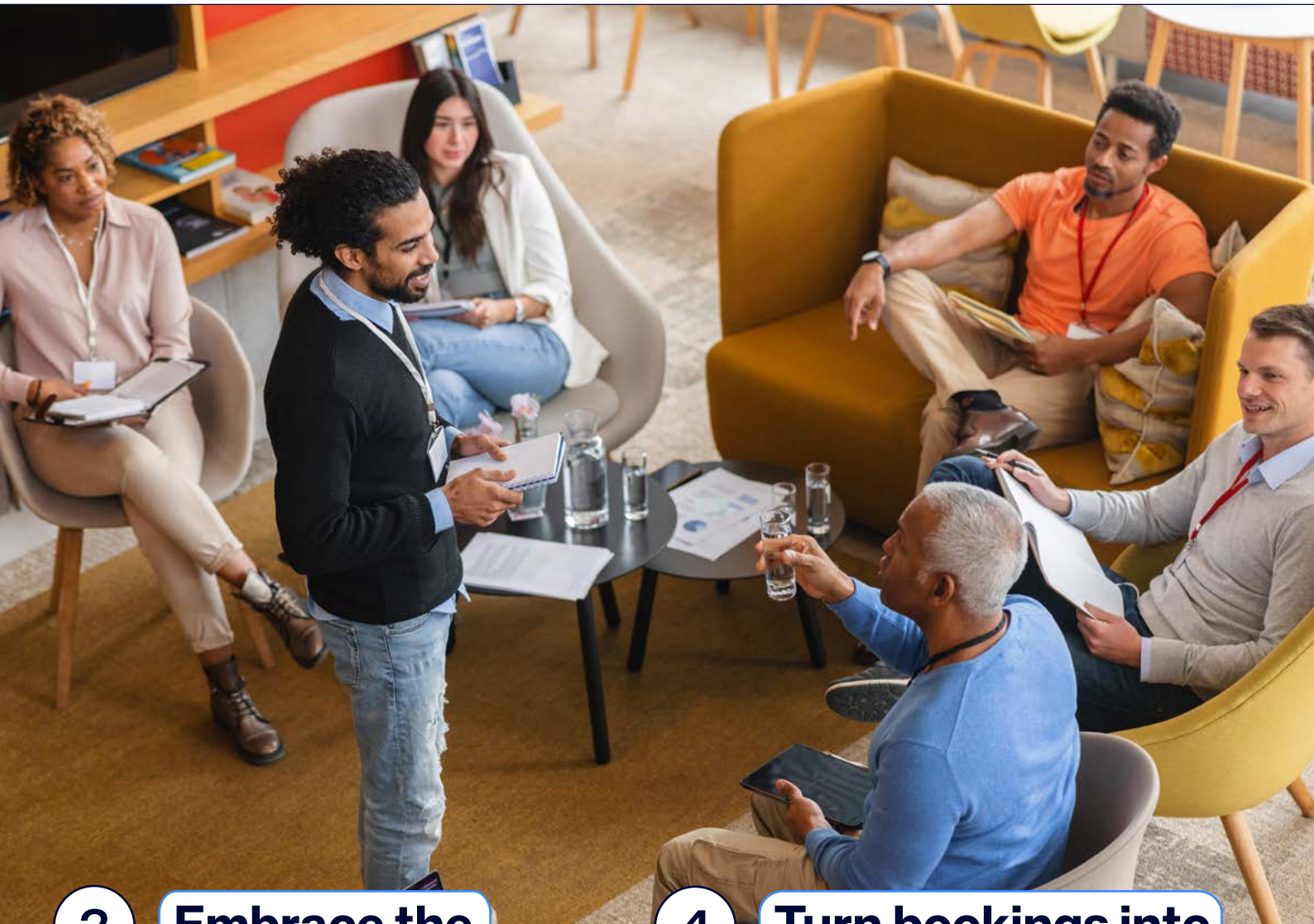
Once you know your audience, your GDS content should be built to support converting into bookings. The survey points to a clear checklist:

Better

content



- **Get your hotel description right:** almost nine in ten agents read hotel description (HOD) fields. Keep yours detailed, accurate, and up to date.
- **Lead with images:** provider pictures are what catch agents' eyes first. High-quality images are an impactful creative investment.
- **Include your property ID:** nine in ten agents call it essential. It could be the difference between a smooth booking and a lost one.
- **Foster rate parity:** almost all agents see it as essential, and two in three will book elsewhere if rates are inconsistent.
- **Make your green credentials visible:** with sustainability being important to nearly nine in ten agents, omitting your credentials might be a missed opportunity.
- **Include loyalty benefits:** nine in ten agents log loyalty numbers as routine, so feature member rates and perks prominently.
- **Choose keywords that work:** lead with financial value language like "commission," "deal/discount," "free breakfast," and "complimentary." Tailor language by region: "commission" resonates in the Americas, "deal/discount" in EMEA, and "complimentary" in APAC.



3 Embrace the AI moment

AI is already influencing how agents evaluate and recommend hotels, and they are keen to see AI-powered capabilities in their GDS advertising. The clearest signs: **73%** of agents demand ads built around best available rates with free inclusions, **46%** want real-time rate competitiveness alerts, and **40%** want AI-generated summaries of hotel content.

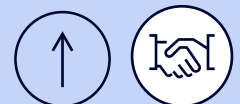
Hotels that provide rich, structured, and accurate GDS content are better positioned to be surfaced by AI recommendation tools. The shift to AI-enhanced advertising is underway. **Don't delay preparing your content strategy – the time to start is now.**

Amadeus is also expanding its AI strategy across hospitality, reinforcing the importance of preparing content and advertising strategies for an AI-enabled future.

4 Turn bookings into lasting relationships

A strong campaign wins bookings; a strong relationship keeps them coming. Cultivate relationships with your highest-value agent segments by understanding their needs, staying consistently visible on the GDS, and offering exclusive GDS-only deals.

Over half of agents named exclusive GDS-only offers as the single feature most likely to win a booking for a property featured in a GDS ad. Reward the agents who find you on the GDS with offers they can only get there, and you build loyalty that drives repeat business.



Amadeus' Advertising Solutions: Enhancing visibility and bookings for the travel industry



Amadeus Advertising Travel Agency Solutions [↗](#) helps hoteliers, airlines and destination marketing organizations reach travel agents at the right moment with targeted advertising tailored to their audiences across the major GDS platforms.

As the only provider offering multi-GDS advertising simultaneously across Amadeus, Sabre, and Travelport, Amadeus makes it easier for brands to increase visibility and influence booking decisions amongst travel agents.

Powered by proprietary insights and industry expertise, the Amadeus Advertising team facilitates targeted advertising during the shopping and booking stages, along with preferred placement options. Our experts support every step of the campaign from planning to launch, including data-driven recommendations, scheduling around promotions, and creative design.

Customers also benefit from our **advertising reporting platform** [↗](#): a smarter way to analyze their GDS advertising campaigns. This platform delivers an intuitive experience, providing useful tools to help you make informed decisions.

Hoteliers using Agency360® can identify trends, revenue opportunities, and priority travel agents early. Market-level booking insights and agent profiles help them build relationships and maximize every GDS advertising campaign.



About the Amadeus Travel Platform:

The **Amadeus Travel Platform** [↗](#) is one of the world's most comprehensive travel marketplaces, connecting travel providers, sellers, corporations and travelers. It enables travel businesses to access, distribute, sell and service a broad range of travel content through a flexible platform designed to support modern travel retailing.

For further information, visit us at

Amadeus Advertising - Travel Agency Solutions
or speak to your Amadeus Account Manager today.

Data Source: Takedown Research Inc. survey, April–June 2026

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