



## Chinese travel platform Fliggy adopts Amadeus MetaConnect to provide superior shopping experience

New agreement will help Fliggy better aggregate and normalize travel content from multiple sources and enable it to offer more customized products and services to travelers

[Fliggy](#), Alibaba's online travel platform, has announced a new long-term agreement with leading travel technology provider [Amadeus](#) to deliver seamless traveler shopping experiences.

The multi-year agreement will see Fliggy, supported by Amadeus' cutting-edge search and assisted booking technology, create more personalized experiences for Chinese travelers. The agreement will enable Fliggy to leverage Amadeus' MetaConnect technology to improve the Fliggy user experience, making searching and booking a breeze – whether on mobile, tablet or desktop, turning shopping customers into booked travelers.

Amadeus has been one of the most important travel technology providers for Fliggy's international flight business since 2015. Fliggy has seen a steady growth of travel bookings on its platform, with the Hangzhou-based travel platform now servicing more than 100,000 global partners. Amadeus' advanced search technology has also been critical in supporting high volumes of traffic and transactions on Fliggy's platform during China's "Double Eleven" shopping festival each year.

**A spokesperson for Fliggy said,** "We are pleased to extend our agreement with Amadeus to implement its innovative search and shopping technology. The agreement will allow us to work with travel sellers to target and engage travelers with more personalized offers through the whole marketplace, while creating more seamless travel experiences for customers by addressing their changing needs in the whole journey."

**Brian Chien, Managing Director, Online Travel Agencies, Greater China and Managing Director, China, Amadeus said,** "We are honored to support Fliggy using our Amadeus MetaConnect technology in Fliggy's continuous mission to support travelers and merchants alike by playing a central part in the travel experience – not just when booking a trip, but also during the trip itself, as well as after the trip. We are excited to be part of Fliggy's continuous digital transformation as a one-stop shop for Chinese travelers to book global travel services around the world."

-ENDS-



## Notes to the editors:

### About Fliggy

Fliggy, as Alibaba Group's travel brand, provides travel service including but not limited to booking for flight tickets, train tickets, bus tickets, cars, hotels, inns, tour tickets, visas, destination guide, as well as travel packages for youth and the younger generation of consumer. [Fliggy](#) is dedicated to satisfying consumers' outbound travel needs and enables them to have a more comfortable, and hassle-free travel experience. Through continuous innovation of online technology, Fliggy empowers business owners to coordinate their offers, promotions, and upgrades and thus revenue. With the combined advantages of Alibaba's ecosystem and Internet technology genes, representing the new force of travel innovation, Fliggy has become China's top online travel platform.

### About Amadeus

Travel powers progress. Amadeus powers travel. Amadeus' solutions connect travelers to the journeys they want through travel agents, search engines, tour operators, airlines, airports, hotels, cars and railways.

We have developed our technology in partnership with the travel industry for over 30 years. We combine a deep understanding of how people travel with the ability to design and deliver the most complex, trusted, critical systems our customers need. We help connect over 1.6 billion people a year to local travel providers in over 190 countries.

We are one company, with a global mindset and a local presence wherever our customers need us.

Our purpose is to shape the future of travel. We are passionate in our pursuit of better technology that makes better journeys.

Amadeus is an IBEX 35 company, listed on the Spanish Stock Exchange under AMS.MC. The company is also part of the EuroStoxx50 and has been recognized by the Dow Jones Sustainability Index for the last eight years.

To find out more about Amadeus, visit [www.amadeus.com](http://www.amadeus.com).

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