

amadeus

Connecting Europe: multimodal Travel for Sustainable Tourism

How the EU can enhance multimodal ticketing

T4T Expert Group

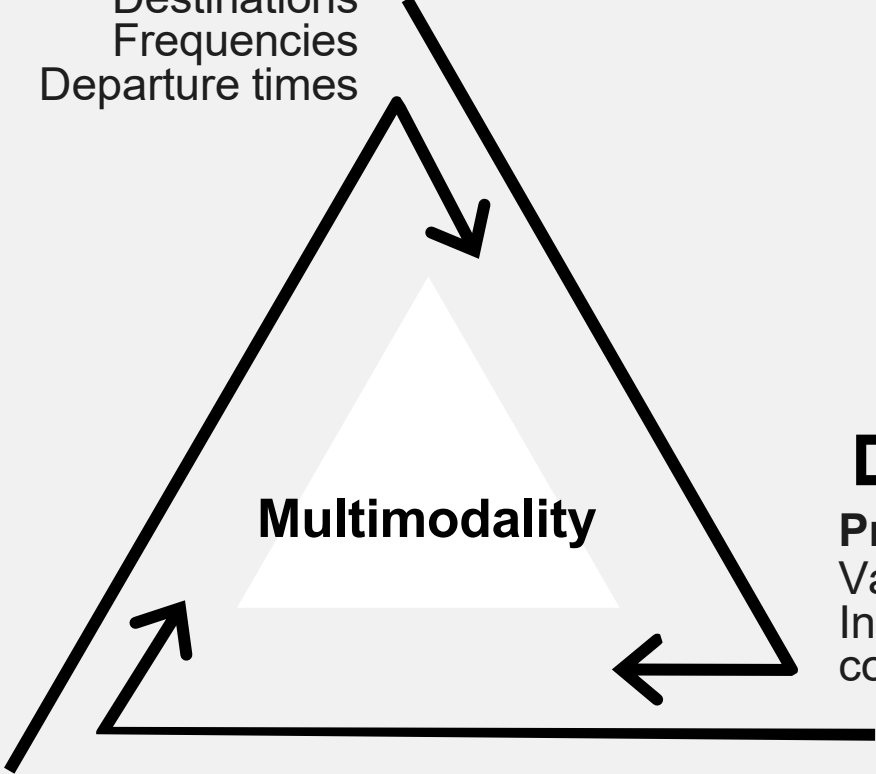
June 2025

Multimodality: The market view to foster multimodal trips.




Selection
Destinations
Frequencies
Departure times

*The better the
experience,
the greater the demand*




Price
Value-for-money
Intermodal
competition

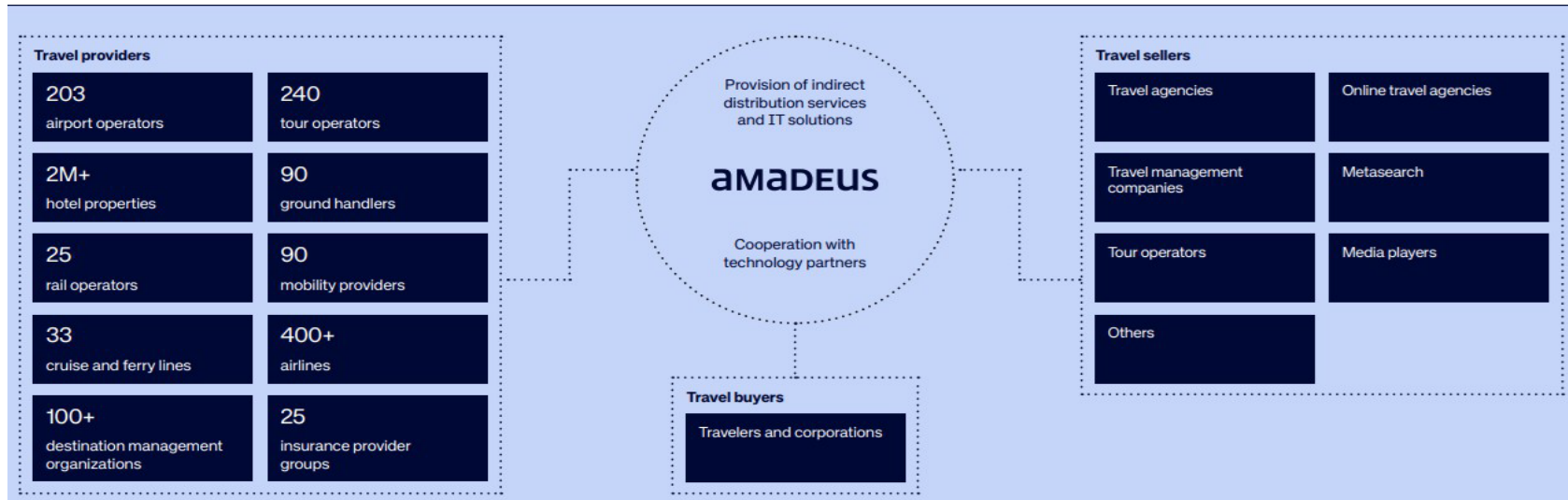
Convenience
Saving traveller
time and effort
Infrastructure 

*AT Kearney White Paper:
Digitally driven multimodality can supercharge sustainable growth
of European passenger mobility*

How we are contributing to the main MDMS policy objectives

Policy objective 1
Better functioning of the MDMS market

Policy objective 2
Enhance attractiveness and increase the sustainability of the transport system



- Our Technology :**
- Facilitates access to a wide range of transport operators' offering
 - Facilitates global distribution through and extensive range of Tas, OTAs, TOs, Metas
 - Foster competition on the merits of the offer
 - Pursues transparency and neutrality in the display of information
 - Includes CO2 emissions information during the shopping process

MDMS: EU must put a competitive framework in place

Putting the Draghi report into action.

- Drive competitiveness with a **simple legal framework** to avoid inefficiencies and complexities.
- Allow EU tech companies to **ride the next wave of innovation**.
- Software research and innovation is a **key factor for competitiveness**.
- Investing in building a **solid multimodal infrastructure** is essential to stimulate traffic and market demand.
- Cut red tape

A future policy in line with political objectives.

- Must be **grounded in impact assessment with viable evidence**: address identified market failure and avoid disproportionate regulatory intervention.
- Must **level the playing field** and allow freedom to operate (no prescriptive commercial T&Cs).
- Must allow **flexibility** to foster technological developments and unlock potential.