



Sabre empowers the travel industry to reimagine lodging with new aggregator content

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New lodging solution will give travel buyers access to more than 900,000 hotel choices via Sabre

SOUTHLAKE, Texas, Jan. 30, 2018 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), the leading technology provider to the global travel industry, today announced agreements with [Bedsonline](#), [TravelBound](#) and the [Expedia® Affiliate Network](#) (EAN) to make their content available in the new [Sabre Content Services for Lodging](#), a solution that will integrate multiple sources of content to increase efficiencies and improve customer satisfaction.

Answering the industry demand for additional types of rate and inventory options, these agreements will establish a critical mass of new opportunities for GDS consumers and buyers. Bedsonline brings a portfolio of more than 170,000 properties in 120 countries, while TravelBound reaches customers in 190 countries and offers unique experiences from more than 50,000 hotels. EAN will provide access to more than 350,000 properties worldwide and offer more than 650,000 exclusive deals on accommodations.

"Having aggregator content integrated with traditional GDS hotel content makes travel agents and corporate booking tool providers more efficient, effective and confident in the increased depth and breadth of lodging offerings they are able to bring to their travelers," said Traci Mercer, senior vice president of lodging, ground, and sea for Sabre Travel Network. "These agreements are key to helping us better serve customers in all regions around the globe."

Launching later this year, the first market release of Sabre Content Services for Lodging will deliver over 900,000 property options from both the Sabre GDS and non-GDS sources such as aggregators, redistributors and agency-sourced hotel content. The new lodging solution will allow a more seamless shopping experience that will display the new content at the room and rate level, side-by-side, for more efficient comparison.

"We're dedicated to driving business for travel agencies by offering them the widest range of the best hotels under exclusive terms and conditions, and partnering with Sabre furthers that commitment," said Amanda Spencer Hill, regional manager, North America at Bedsonline. "By simplifying the customer experience, travel agents are able to better accommodate travelers and increase overall bookings, bettering their short- and long-term business goals."

"Behind the TravelBound interface is a booking platform that handles peaks of up to 1.5 billion searches per day, and we are pleased to further strengthen our global reach with this agreement," said James Phillips, president at TravelBound. "By joining Sabre in innovating the GDS channel, we feel we'll be better placed in serving the overall market."

"Travel agents and travel management companies want to provide their customers with the best choice and flexibility," said Christian Gerron, vice president, North America, EAN brand. "Integrating our competitive rates and availabilities at more than 350,000 properties and 25,000+ destinations worldwide to Sabre's Content Services for Lodging solution will provide tremendous value to Sabre partners by accessing our more than 650,000 deals."

The new lodging solution will include the capabilities of Sabre APIs and will be incorporated into Sabre Red Workspace, GetThere and TripCase. The solution will not only drive more efficiency and revenue with increased lodging choice, but will also extend tools and enable improved optimization capabilities to better manage chain, property, and rate-level preferred content.

About Bedsonline

[Bedsonline](#) is the leading global provider of accommodation and travel ancillary products that exclusively caters to travel agencies. It distributes through its online platform accommodation, excursions, tickets and transfers to more than 32,000 travel agencies in 30 countries. The company stands out for its extensive portfolio - over 170,000 hotels in 200 destinations, 21,000 transfer routes in 140 countries, and 12,000 activities in 120 countries - to offer a personalized local service through an intuitive and easy-to-use online booking tool. In this way, Bedsonline guarantees high availability and competitive prices to the great satisfaction of its clients.

Bedsonline is part of Hotelbeds Group, the business-to-business provider of services to the travel industry globally. The Group is headquartered in Palma de Mallorca, Spain, and has 8,300 employees working across 210 offices globally.

About TravelBound

Selling exclusively to travel agents, TravelBound is a leading supplier of fully independent travel (FIT) to destinations around the world. Its unsurpassed inventory includes 50,000-plus hotels, apartments and villas, as well as sightseeing tours, attractions and activities, and hundreds of transfer options. A brand of GTA, TravelBound benefits from a worldwide network of offices staffed with expert product negotiators and coordination teams, ensuring agents receive competitive pricing and superior service. This strength of organization has resulted in TravelBound's reputation as one of the most respected tour operators in North America.

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About EAN

Expedia® Affiliate Network (EAN) is a global B2B partnership brand within the Expedia group that powers the hotel business of leading airlines, top consumer brands, travel agencies and hundreds of other partners through its API and template solutions.

About Sabre

Sabre Corporation is the leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

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The Sabre logo is rendered in a bold, red, italicized sans-serif font. The letter 'S' is particularly large and stylized, with a white diagonal slash cutting through it. A registered trademark symbol (®) is located at the end of the word.

 View original content with multimedia: <http://www.prnewswire.com/news-releases/sabre-empowers-the-travel-industry-to-reimagine-lodging-with-new-aggregator-content-300590075.html>

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