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Sabre Red App Centre sees rapid growth

Red App Centre reaches record adoption rate as first travel B2B software marketplace

SOUTHLAKE, Texas, July 8, 2014 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR) announced today that global user adoption for its Sabre Red App Centre has surged over the past year - to more than 500,000 app downloads from 70,000 users in 112 countries.



Technology developers around the world are continuously creating new apps to improve various aspects of travel. Following this tremendous response, Sabre Red App Centre will approach nearly one million app downloads by the end of the year.

"Red App Centre's growth has been extraordinary with developers and travel buyers worldwide creating and adopting some fantastic apps that are enhancing travel buying and improving the traveler's experience," said Greg Webb, president, Sabre Travel Network. "Agents in both traditional and online travel agencies are now using the Sabre Red App Centre to search, order and implement unique business applications that drive increased efficiency and revenue as well as deliver better service for travelers."

The Sabre Red App Centre also has been completely redesigned. Searching, sorting, and filtering through apps is simpler, and ordering has been streamlined with a new, intuitive step-by-step process. You can find the new-look Sabre Red App Centre [here](#).

Two of the most recent contributions to the Sabre Red App Centre include Sabre's Low Fare Calendar and Red Eva apps.

The Sabre [Low Fare Calendar app](#) allows agents using the Sabre Red Workspace to quickly view the lowest round-trip fares for a desired length of stay across a variety of different departure dates during the next six months, helping agents save time and provide more options to travelers. The Sabre Low Fare Calendar Red App was created using the Lead Price Calendar Application Programming Interface, recently released as part of *Sabre Dev Studio*.

The [Red Eva app](#) allows agents to shop the Sabre marketplace using natural language. This app will convert the natural language request to a Sabre command and execute it. For example, a user can type: "Find a flight from Boston to Paris, July 22, returning, July 28, and a hotel near the Eiffel Tower." This app will take text input and convert it into a Sabre Classic View command within the Sabre Red Workspace. This Red App is a great solution to shorten training time for new travel agents, as well as provide veteran agents an easy way to shop for content they don't typically book.

About Sabre

[Sabre®](#) is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 60 countries around the world.

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