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Sabre renews technology agreement with Sun-n-Sand Group

SOUTHLAKE, Texas, Aug. 28, 2014 /PRNewswire/ -- Sun-n-Sand Group has renewed its technology agreement with Sabre, including use of the industry's leading distribution solution and SynXis central reservation system (CRS) with plans to use this technology to help increase bookings and revenue.



Sun-n-Sand, Sabre's first hotel chain customer in India, is a well-known hotel group in India and one of the largest regional five-star hotel chains in Maharashtra.

In addition to Sabre's SynXis CRS, Sun-n-Sand will use Sabre's other distribution solutions to drive more bookings via online channels and multiple global distribution systems. The hotel group also plans to drive direct bookings using Sabre's Guest Connect web and mobile booking engine, which now offers ancillary merchandising opportunities via the new Guest Connect Upsell feature.

"Sabre has the most comprehensive set of hotel distribution and retailing solutions in the industry," says Mr. Gulshan Arora, senior vice president, Sun-n-Sand Hotels. "We believe Sabre has the experience and solutions to support us during the growth of our business."

The revenue managers of Sun-n-Sand say the flexibility and usability of SynXis CRS and its robust tools are important features to help them accurately forecast and manage revenue.

"Sabre's SynXis supports consistent and efficient booking management for our hotel chains," said Mr. Ameet Wagh, Corporate Head - Sales & Marketing, Sun-n-Sand Hotels. "And the Guest Connect booking engine is another proven, best-in-class product that we are happy with at both the chain and property levels because of its rich functionality."

Sabre has solid technology, a rich history of innovation in travel and is dedicated to the global travel industry with proven success with over 18,000 hotels globally. Sabre provides a constant investment in system upgrades to ensure the best technology is available to help customers today and for what they may encounter in the future.

Sun-n-Sand has a commitment to being effective in the India market by hiring local staff to provide service and support. They plan to use SynXis CRS to assist them to win future hotel management contracts as they have ambitious plans to grow their hotel portfolio in India as well as globally.

"Sabre brings the technology and expertise to help Sun-n-Sand increase revenues and provide their guests with more options through merchandising," said Samuel Machado Sabre Hospitality Solutions' Regional Director, India. "Sabre has the largest GDS and is the largest CRS provider in the world, and we believe our experience and sophisticated technology will support Sun-n-Sand as they grow."

Sabre Corporation (NASDAQ: SABR) 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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