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Sherwood Taipei increases revenue and bookings with Sabre Hospitality Solutions

SOUTHLAKE, Texas, Sept. 10, 2014 /PRNewswire/ -- Sherwood Taipei, a luxury boutique hotel, has reported its revenues have increased by 21 percent following its leveraging Sabre Hospitality's SynXis Central Reservation System (CRS), as well as increased bookings by 42 percent.



Sherwood Taipei's choice to adopt the SynXis CRS a year ago has led to sharp increases in revenue and room nights, due to unrivaled technology as well as the expertise provided by the Sabre Hospitality Solutions team. The team worked alongside Sherwood Taipei employees in order to tailor the technology to their needs in order to maximize their efficiency.

"Sabre offers a great CRS control system and provides excellent customer service and powerful solutions," said Achim v. Hake, General Manager, Sherwood Taipei. "Sabre is a professional in the hospitality industry and visible growth in both room nights and revenue proves success."

The scalability of Sabre Hospitality's software is a key factor in being able to implement the SynXis CRS into large hotel groups as well as small individual hotels including Sherwood Taipei. This technology is suitable for hotels of all sizes and is flexible enough to fit the needs of any user.

"Sabre was able to show the Sherwood Taipei team how to maximize their utilization of global distribution systems, and through that they were able to increase corporate bookings," said Alex Alt, president and general manager of Sabre Hospitality Solutions. "The hotel was also able to take advantage of efficiencies in our systems in order to focus on their customers."

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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