



October 16, 2014

Sabre boosts hotel content with the introduction of HRS properties

Travel agents around the world will be able to shop and book over 50,000 HRS hotels in Sabre, significantly expanding HRS' global reach

SOUTHLAKE, Texas, Oct. 16, 2014 /PRNewswire/ -- More than 400,000 Sabre travel agents in 144 countries can now efficiently shop and book over 50,000 HRS hotel properties within the Sabre travel marketplace.



[HRS](#) is one of Europe's leading providers of hotels including a wide range of independent properties. The addition of HRS content in Sabre gives travel agencies more choices and helps them meet growing traveler demand for independent hotel properties. Travel management companies that use Sabre will also gain access to the HRS Corporate Discounts program, which offers up to 30 percent off daily room rates for over 35,000 hotels globally. Shopping and booking can be done seamlessly within an agent's existing workflow, eliminating the time-consuming and costly need to comparison shop across different channels.

Greg Webb, president, Sabre Travel Network said: "Sabre is continuously growing its hotel content to better meet the needs of our diverse customer base. HRS properties are extremely popular around Europe and we are pleased to provide this content to all our travel agents globally. Our agreement with HRS will help them drive more sales in the corporate sector to support their international expansion, and provide travel agents and buyers with access to a wide range of the most up-to-date and best-priced travel options so they can easily find properties that match their travelers' needs."

HRS CEO Tobias Ragge said: "Our agreement with Sabre is an important milestone in our multi-channel strategy. Sabre's platform enables us to significantly expand the reach of our global hotel partners, differentiate our brand and merchandise our content and products to travel buyers globally, all which help enhance our hotel bookings. Travel agencies and companies get access to a more comprehensive hotel offering and benefit from more efficient booking processes. A win-win situation for everyone."

The new agreement will be made available to all Sabre-connected travel agencies globally including Sabre's joint ventures Infini in Japan and Abacus in Asia-Pacific. The partnership complements the existing cooperation between HRS and GetThere.

About Sabre

[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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About HRS - The Hotel Solutions Provider

HRS is a global hotel solutions provider and offers its more than 40,000 corporate customers worldwide a variety of tools and services free of charge, which cover the whole value chain for the entire hotel booking process - from hotel procurement, over booking transactions and innovative payment solutions to the transmission of relevant data for the analysis of the accommodation expenses. HRS individually looks after its customers and develops tailored solutions that allow expense

savings, increase employee satisfaction and facilitate travel management. Intelligent end-to-end solutions for conference and group bookings complete the offered services for companies.

With more than 250,000 hotels in 190 countries, HRS offers a big selection of hotels worldwide. These include, among hundreds of hotel chains, also roughly 150,000 privately held hotels. Hundreds of Hotel Sales Managers in more than 50 countries contribute with their knowledge of the local market to a high availability of the hotels and an ideal customer service. Furthermore, corporate customers benefit from the HRS Business Tariff with saving up to 30 per cent on the up-to-the-minute daily hotel price in the internet in 35,000 hotels. The choice of the hotels will be facilitated by detailed hotel descriptions, meaningful photos and videos as well as about five million guest reviews. With more than 1,300 employees worldwide, the company based in Cologne, Germany, maintains branches in Nuremberg, Berlin, Innsbruck, Vienna, London, Paris, Rome, Milan, Barcelona, Istanbul, Warsaw, Prague, Budapest, Moscow, Hong Kong, Beijing, Shanghai, Singapore, Tokyo and São Paulo.

Further information at www.HRS.com.

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