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## Sabre Inks Deal With Peruvian Airlines For Full Content Distribution

**Agents, corporate buyers connected to the Sabre travel marketplace will benefit from real-time capabilities to book domestic and connections flights across Peru. The airline seeks to drive international expansion through the agency channel**

SOUTHLAKE, Texas, Oct. 1, 2014 /PRNewswire/ -- Sabre Corporation announced today that **Peruvian Airlines has become the newest Latin American carrier to join the Sabre travel marketplace**, a leading travel e-commerce platform **that will help the airline span its reach to global travelers**. The multi-annual distribution agreement, which means providing buyers with access to all Peruvian's fares, seat maps, schedules and services, **will enable the airline to partner with more than 400,000 travel agents in Peru, Latin America and other global markets**, a key user base managing millions of flight requests and bookings.



The new full-content distribution agreement will also see **the airline to embrace Sabre's technology and GDS-enabled solutions portfolio**, including Low Fare Search capabilities, to support efficient merchandising of fares and inventory through travel agents subscribed to Sabre worldwide. **Sabre and Peruvian Airlines have already started to work on the technology implementation pipeline, after which the content will be available** on desktop, web and tablets for shopping and booking.

Alfonso Nunez Gheresi, general manager for Peruvian Airlines, said: "Our agreement with Sabre meets perfectly how we see our airline's next step in commerce and distribution, defined by partnering with agencies and technology vendors that provide travelers with affordable options shown by transparent shopping capabilities. Peruvian Airlines will now leverage innovative technology adopted by hundreds of airlines globally. The expanded distribution with Sabre coupled with their expertise in the travel industry, will help us merchandise efficiently through Sabre's leading marketplace and better serve travelers."

Jay Jones, senior vice president of Sabre in The Americas, said: "We are excited to be the distribution provider of choice for Peruvian Airlines, as we fully support their understanding of regional air travel, and particularly the need to bring a broad range of convenient flight options to consumers no matter the reason of their trip or budget. Our technology team will now collaborate with Peruvian's IT staff, so we can contribute to their business growth by providing them the broadest reach to travelers in Peru and across Latin America."

Peruvian Airlines is among the fastest growing airline businesses in Latin America and The Caribbean. **Since it began operations in October 2009, the carrier has expanded their fleet** to meet the hiking air travel demand, driven by a mix of affordable fares and mid-class passengers getting onboard. **The airline currently serves multiple destinations for tourism and corporate travel**, as Lima, Cusco, Tacna, Arequipa, Iquitos, Piura, and others. **The airline plans to expand services to Bolivia, Ecuador, Chile, Venezuela, Cuba and the United States.**

Sabre operates the world's largest travel marketplace, facilitating the sale of travel between buyers and sellers.

### **MEDIA CONTACT**

Daniel Duarte  
Sabre, Corporate Public Relations  
Latin America & The Caribbean  
[Daniel.Duarte@sabre.com](mailto:Daniel.Duarte@sabre.com)  
+5491140841730

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