

The Sabre logo is displayed in white text on a red, trapezoidal background.

## Sabre Branded Fares technology helps Alitalia enhance choice and personalization

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ROME, Oct. 25, 2018 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), the leading technology provider to the global travel industry, is pleased to announce that Alitalia has joined a growing list of airlines implementing Sabre Branded Fares, available now for domestic flights as well as for international short- and medium-haul flights. Most recently, Sabre Branded Fares have been extended to Alitalia flights to and from the United States and Canada.

The Sabre Branded Fares solution enables Alitalia to package and brand a variety of fares featuring different attributes, giving travel agents and online travel agencies (OTAs) access to enhanced branded fare functionality that simplifies the retailing of Alitalia's full-service benefits. Now agents can easily view, compare and sell Alitalia branded fare families across the network, offering their customers greater choice and personalization at better value. This new way of displaying its fares in all shopping channels allows Alitalia to capitalize on its marketing efforts while simplifying their fare structures. Sabre Branded Fares is part of Sabre's Air Merchandising Suite, which provides travel agencies and airlines the ability to market, sell and fulfill airlines' ancillary products and services. With the activation of Alitalia Branded Fares in the Sabre system, all Sabre-connected agencies can now access Alitalia fares directly through Sabre Red Workspace or through Sabre APIs.

"Today's travelers increasingly look at overall value rather than just the price alone," said Marco Benincasa, regional director Italy, France and Iberia at Sabre. "We are going to see extraordinary levels of personalization take off within the travel industry and creative fare branding can be a great differentiator. Sabre is happy to help Alitalia enhance its product branding and consistency across channels – benefiting both the travel agent and the traveller – by adding clarity in today's cloud of information. With Sabre Red Workspace, we're investing to ensure agents working with Alitalia deliver the best travel options at the best value."

Sabre's merchandising technology helps airlines distribute their branded fares to more than 425,000 travel agents and OTAs via Sabre's global travel marketplace. When using the Sabre Red Workspace, travel agents can easily view the ancillaries included within each branded fare, enabling them to present travellers with more transparency, choice and flexibility. Through the Sabre Red Workspace, agents will also be able to view NDC-based offerings – which airlines are increasingly introducing – in the same way.

### About Sabre Corporation

Sabre Corporation is the leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

### SABR-F

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A large, stylized red Sabre logo with a white swoosh through the letters.

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