

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

## Finnair makes branded fares available through Sabre

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### More choice for those traveling between Europe and the rest of the world

HELSINKI and LONDON, Nov. 21, 2018 /PRNewswire/ -- Finnair, Finland's flagship carrier, has signed an agreement with [Sabre Corporation](#) (NASDAQ: SABR) to distribute its selection of branded fares. More than 425,000 Sabre-connected travel agents worldwide will now be able to shop and book the airline's branded fares, offering more choice and personalization to travelers booking via any channel.

Using the Sabre Red Workspace, travel agents can easily view and book the ancillaries included within each of Finnair's branded fares, offering their customers more choice and flexibility to meet their individual needs. Through the new Sabre Red Workspace, agents can now also view NDC-based offerings alongside traditional content. Sabre is launching new service-enabled APIs and enhanced capabilities in the Sabre Red Workspace that will allow customers to shop and book NDC content alongside traditional content.

"As one of Europe's most progressive airlines, we recognize that our travelers want increased choice and transparency when booking flights," said Kalle Immonen, head of distribution, Finnair. "Today's travelers have a unique set of needs, and are just as interested in purchasing personalized experiences as they are premium value products. We are constantly evolving the products and services we offer our passengers, and recognize that this same level of high service needs to be available to travelers through whichever channel they choose to book. With its global network of travel agencies, Sabre is the ideal partner to help us market our fares in the way we want and extend our reach to travelers around the world."

From its hub at Helsinki International Airport, Finnair serves more than 130 destinations around the world and specializes in connecting European cities with those in Asia along the shorter Northern route.

"Recently celebrating its 90th anniversary, Finnair is one of the most established airlines in Scandinavia and has a clear brand promise behind the service it provides," said Alessandro Ciancimino, vice president, air line of business, Sabre. "We are proud to help Finnair in its goal to offer increased choice and personalization to its travelers. Travelers are increasingly demanding the same options through both the direct and indirect booking channels. By making its branded fares available through Sabre, Finnair will have access to an unrivaled network of global travelers, helping it effectively compete with other large international carriers."

Sabre's travel marketplace plays an important role in facilitating the marketing and sale of airfares, hotel rooms, rental cars, rail tickets and other types of travel to more than 425,000 travel agents and thousands of corporations who use it to shop, book and manage travel. It is one of the world's largest marketplaces, processing over US \$120 billion in estimated travel spend.

#### 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

##### **Media Contact:**

Jess Matthias

[Jess.Matthias@sabre.com](mailto:Jess.Matthias@sabre.com)

[sabrenews@sabre.com](mailto:sabrenews@sabre.com)

A large, stylized red Sabre logo with a white swoosh under the 'S' and a registered trademark symbol.

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