



Norwegian Air Shuttle uses Sabre's merchandizing technology to enhance passenger choice and personalization

December 10, 2018

Sabre helps Norwegian market its ancillaries to travelers

OSLO, Norway and SOUTHLAKE, Texas, Dec. 10, 2018 /PRNewswire/ -- Norwegian Air Shuttle, which is the third-largest low-cost carrier in Europe and the fifth-largest in the world, is increasing the choice and control it offers travelers by marketing its air extras through [Sabre Corporation's](#) (NASDAQ: SABR) leading merchandizing technology.

Catering to travelers' growing desire to unbundle each component of an airfare, Norwegian offers passengers a unique range of fares and ancillaries. Since the airline's implementation of Sabre's technology, Sabre-connected travel agents can now easily view, compare and sell Norwegian's ancillaries such as for bags, pets, travel services and unaccompanied minor travel – offering travelers more choice and better value, however they choose to book.

"For many airlines, ancillary sales can make up as much as 40 percent of total revenue," said Alessandro Ciancimino, vice president EMEA, supplier commerce, at Sabre. "And, as an airline that targets leisure and business travelers on both long- and short-haul routes, Norwegian has a golden opportunity to increase ancillary revenues by making its extras available through all booking channels. Offering its air extras through Sabre gives its passengers more control over the fares they buy – and helps the airline to differentiate itself from its competitors. Our mission is to help airlines like Norwegian market their fares and ancillaries in new and exciting ways, while offering an exceptional level of choice to all travelers, through all channels."

Headquartered in Oslo, Norwegian currently serves more than 150 destinations, carrying 33.2 million passengers per year to its network spanning Europe, the Middle East and America.

"We pride ourselves on offering some of the lowest fares in the industry – but also recognize that travelers are increasingly looking at other components of their tickets," said Lars Sande, SVP sales and distribution, at Norwegian. "Therefore, through offering our ancillaries via Sabre, we can help satisfy traveler demands for increased personalization, while maximizing revenue per ticket. Enhancing traveler satisfaction while improving revenues helps Norwegian maintain its position as one of the world's largest and most successful carriers."

Sabre's merchandizing technology helps airlines distribute their branded fares to more than 425,000 travel agents and OTAs via Sabre's travel marketplace. When using the Sabre Red Workspace, travel agents can easily view the ancillaries included within each branded fare, enabling them to present travelers 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.

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