



Barceló Hotel Group and Sabre Hospitality Solutions join forces for a new distribution strategy

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MADRID, Spain and SOUTHLAKE, Texas, March 5, 2019 /PRNewswire/ -- [Barceló Hotel Group](#), a leading tourism company in the Spanish market and one of the largest worldwide, has selected [Sabre Hospitality Solutions](#) as distribution provider and business partner for its hotels globally.

Under the landmark agreement, Barceló Hotel Group, part of the larger Barceló Group, will use Sabre SynXis Platform, including SynXis Central Reservations (CR), for their new distribution strategy. The group will benefit from the Sabre SynXis Platform's advanced technology to update its operations and grow its footprint globally, while securing an effective, future-ready channel strategy that will help maximize revenue of both direct and indirect channels.

Sabre and Barceló Hotel Group will also work together to streamline the traditionally manual tour operations reservation process by introducing an industry-first automation process within SynXis Tour Manager. Announced in mid-2018, the solution connects hundreds of tour operators for distribution through the SynXis Platform, allowing hoteliers to manage their allotments, inventory and rates in real time for the leisure and tour operator segment.

Additionally, Sabre's full range of digital and analytical services are among the solutions Barceló Hotel Group can use to identify opportunities for revenue and guest experience improvements, thanks to actionable insights.

"Our objective is to continue to grow Barceló Hotel Group in Europe, Middle East and Africa as well as in the Americas, and Sabre's innovative technology will help us achieve this," said Raúl González, CEO of Barceló Hotel Group for Europe, Middle East and Africa. "Sabre invests significantly in its technology and is able to scale quickly to meet the needs of a growing business. It also demonstrates a deep understanding of local needs while having a global reach, making it the right partner for us."

With its SynXis Central Reservations, SynXis Booking Engine and SynXis Tour Manager solutions, Sabre will support Barceló Hotel Group's growth by helping capture more bookings, leveraging the power of GDS and other third-party distribution channels via the Sabre travel marketplace, as well as through direct channels.

"The fragmented nature of today's hospitality industry creates a complex distribution landscape and presents unique challenges that hoteliers must overcome to maximize revenue," said Richard Wiegmann, managing director and CCO for Europe, Middle East and Africa at Sabre Hospitality Solutions. "We look forward to collaborating with Barceló Hotel Group to develop and improve new functionalities that will help grow their revenue and bookings across every channel – from OTAs and tour operators to GDS and direct distribution – across all markets."

Prior to confirming the agreement, Barceló Hotel Group requested an evaluation of potential providers by [everis](#), a third-party NTT DATA company. After rigorous research regarding functionality, technology, strategic approach and cost, the everis tourism digital distribution team confirmed Sabre as the best qualified solution to meet current and future hospitality business needs while aligning with Barceló Hotel Group's strategic plan and goals.

SynXis Central Reservations provides distribution of rates and inventory through online and offline distribution channels; connectivity to global distribution systems, online travel agents, website and mobile booking engines; and seamless integration of critical property, revenue management, loyalty and content systems, providing holistic views of hotel guests and revenue. It is powered by the SynXis Platform, an open-architecture platform that integrates critical hospitality systems to optimize distribution, operations, retailing and guest experience.

Sabre Hospitality Solutions currently has more than 40,000 properties leveraging its SynXis technology to power distribution, reservations, property management, retailing and guest experience solutions.

About Barceló Hotel Group

Barceló Hotel Group, the hotel division of the Barceló Group, is the second-largest hotel chain in Spain and the 29th largest in the world. It currently has more than 251 4- and 5-star urban and holiday hotels, and more than 55,000 rooms, distributed in 22 countries and marketed under four brands: Royal Hideaway Luxury Hotels, Barceló Hotels and Resorts, Occidental Hotels and Resorts, and Allegro Hotels. For more information, visit barcelogrup.com.

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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