



## Sabre advances hotel retailing with acquisition of Nuvola

05/09/2022

*Nuvola's dynamic hotel task management and operational capabilities will enable Sabre's innovative vision for the future of hospitality retailing*

SOUTHLAKE, Texas, May 9, 2022 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading software and technology provider powering the global travel industry, today announced its acquisition of Nuvola, a prominent provider of hotel service optimization and guest engagement software to hoteliers worldwide. The transaction includes Nuvola technology and guest enablement software as well as the integration of Nuvola employees to Sabre. Terms of the agreement were not released.



Leveraging the Nuvola solutions, Sabre expects to advance its hospitality retailing and merchandising strategy while also broadening its property and operations abilities. The Nuvola capabilities will help address the on-property fulfillment challenges that are created when hoteliers offer an expanded variety of ancillaries and attributes. Solving this critical need will empower hoteliers to broaden their offerings through Sabre's comprehensive retailing, merchandising and fulfillment capabilities.

"Our vision for the future of hospitality retailing goes beyond the industry's current focus on selling the room along with a limited set of ancillaries," said Scott Wilson, president of Sabre Hospitality Solutions. "Hoteliers today need new retailing strategies and solutions to help them deliver memorable, meaningful experiences for guests. Leveraging Nuvola's capabilities will help us deliver the 'last mile' in the retailing process, enabling our customers to create and, most importantly, fulfill differentiated guest experiences."

Created by hoteliers who have a first-hand understanding of select-service, full-service, and resort-style property processes, Nuvola equips hotels with intuitive and scalable cloud-based solutions including task management capabilities, guest messaging and concierge services, and advanced housekeeping management solutions.

"Together, we will be able to deliver increased benefit to hoteliers – not just in the operations space but in retailing as well," said Juan Carlos Abello, founder and CEO of Nuvola. "The current standalone Nuvola offerings will continue to enhance on-property efficiencies for hoteliers. More importantly, integrating Nuvola capabilities into Sabre's existing retailing and property management solutions will unlock new opportunities for hoteliers to deliver a differentiated, seamless guest experience."

Through this acquisition, Sabre Hospitality is enhancing its retailing and operations portfolio to help ensure its hotel customers are able to differentiate themselves and seamlessly care for their guests.

### About Sabre Corporation

Sabre Corporation is a leading software and technology company that powers the global travel industry, serving a wide range of travel companies including airlines, hoteliers, travel agencies and other suppliers. The company provides retailing, distribution and fulfillment solutions that help its customers operate more efficiently, drive revenue and offer personalized traveler experiences. Through its leading travel marketplace, Sabre connects travel suppliers with buyers from around the globe. Sabre's technology platform manages more than \$260B worth of global travel spend annually. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world. For more information visit [www.sabre.com](http://www.sabre.com).

### Forward-Looking Statements

Certain statements herein are forward-looking statements about trends, future events, uncertainties and Sabre's plans and expectations of what may happen in the future. Any statements that are not historical or current facts are forward-looking statements. In many cases, you can identify forward-looking statements by terms such as "expect," "goal," "outlook," "opportunity," "target," "future," "vision," "believe," "trend," "plan," "guidance," "anticipate," "will," "forecast," "continue," "strategy," "estimate," "project," "may," "should," "would," "intend," "potential," or the negative of these terms or other comparable terminology. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause Sabre's actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements. The potential risks and uncertainties include, among others, the severity, extent and duration of the global COVID-19 pandemic and its impact on Sabre's business and results of operations, financial condition and credit ratings, as well as on the travel industry and consumer spending more broadly, the actions taken to contain the disease or treat its impact, the effectiveness and rate of vaccinations, the effect of remote working arrangements on Sabre's operations and the speed and extent of the recovery across the broader travel ecosystem, dependency on transaction volumes in the global travel industry, particularly air travel transaction volumes, including from airlines' insolvency, suspension of service or aircraft groundings, the effect of cost savings initiatives, the timing, implementation and effects of the technology investment and other strategic initiatives, the completion and effects of travel platforms, exposure to pricing pressure in the Travel Solutions business, changes affecting travel supplier customers, maintenance of the integrity of Sabre's systems and infrastructure and the effect of any security incidents, failure to adapt to technological advancements, competition in the travel distribution market and solutions markets, implementation of software solutions, reliance on third parties to provide information technology services and the effects of these services, implementation and effects of new, amended or renewed agreements and strategic partnerships, including anticipated savings, dependence on establishing, maintaining and renewing contracts with customers and other counterparties and collecting amounts due to Sabre under these agreements, dependence on relationships with travel buyers, collection, processing, storage, use and transmission of personal data and risks associated with PCI compliance, Sabre's ability to recruit, train and retain employees, including its key executive officers and technical employees, the financial and business results and effects of acquisitions and divestitures of businesses or business operations, reliance on the value of Sabre's brands, the effects of any litigation and regulatory reviews and

investigations, adverse global and regional economic and political conditions, including, but not limited to, economic conditions in countries or regions with traditionally high levels of exports to China or that have commodities-based economies, risks related to the current military conflict in Ukraine, risks arising from global operations, reliance on the value of Sabre's brands, failure to comply with regulations, use of third-party distributor partners, risks related to Sabre's significant amount of indebtedness, the effects of the implementation of new accounting standards and tax-related matters. More information about potential risks and uncertainties that could affect Sabre's business and results of operations is included in the "Risk Factors" and "Forward-Looking Statements" sections in Sabre's Quarterly Report on Form 10-Q filed with the SEC on May 3, 2022 and in its other filings with the SEC. Although Sabre believes that the expectations reflected in the forward-looking statements are reasonable, it cannot guarantee future events, outlook, guidance, results, actions, levels of activity, performance or achievements. Readers are cautioned not to place undue reliance on these forward-looking statements. Unless required by law, Sabre undertakes no obligation to publicly update or revise any forward-looking statements to reflect circumstances or events after the date they are made.

## **SABR-F**

### **Media Contacts:**

Kristin Hays  
[Kristin.hays@sabre.com](mailto:Kristin.hays@sabre.com)

Denise Canelas  
[denise.canelas@sabre.com](mailto:denise.canelas@sabre.com)

### **Investors**

Kevin Crissey  
[kevin.crissey@sabre.com](mailto:kevin.crissey@sabre.com)  
[sabre.investorrelations@sabre.com](mailto:sabre.investorrelations@sabre.com)

 View original content to download multimedia: <https://www.prnewswire.com/news-releases/sabre-advances-hotel-retailing-with-acquisition-of-nuvola-301542357.html>

SOURCE Sabre Corporation