



Cain Travel agency signs GDS agreement with Sabre to drive agency sales and revenue growth

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Leveraging their proprietary technology along with Sabre's global distribution system to improve business and customer service.

SOUTHLAKE, Texas, Aug. 4, 2022 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR) a leading software and technology provider that powers the global travel industry, today announced a new distribution agreement with [Cain Travel](#), a US-based travel agency. This new agreement will enable Cain Travel to complement services to their customers worldwide, drive efficiencies and support their economic growth by leveraging their proprietary technologies along with Sabre's travel marketplace (GDS).

Cain Travel will have access to Sabre's marketplace of more than 400 airlines, 750,000 hotel properties, and hundreds of tour operators, rail, car rental and cruise providers, to sell customized travel packages from suppliers around the world. Additionally, the travel agency will use their proprietary technologies – powered by Sabre APIs – along with the reach represented by the Sabre GDS to differentiate its services among their competitors.

"The key reasons Cain Travel chose Sabre were its technology and strategic vision on NDC. We were looking for a travel technology partner that could help us address many aspects of our business – driving revenue, reducing costs, and improving our efficiency," said Michael Cain, President of Cain Travel Group of Boulder. "Sabre's technology strategy including its approach to NDC will make it easier for our staff to find the content and personalized offers that our customers expect. We look forward to a successful and bright future with our new partner."

Founded in 1985, Cain Travel is one of the nation's largest independent travel management companies, providing a unique set of travel solutions.

"As the industry continues to recover, travel companies face the challenge of quickly adapting their business to this dynamic market's changing needs and requirements," said Andy Finkelstein, senior vice president, Global Agency Sales and Corporate Solutions for Sabre. "We are excited to serve as the strategic technology partner for Cain Travel and to bring them onto the Sabre GDS where they will have full access to Sabre's leading technology and broad travel content."

Today, thousands of agency points of sale are shopping, booking and servicing NDC offers through the Sabre marketplace. Sabre continues to broaden its NDC capabilities, coverage and content from multiple airlines.

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.

About Cain Travel

The Cain Travel Group of Boulder, Inc. (Cain) is a certified Woman Owned Small Business founded in 1985. Since our inception, Cain has grown to become among the largest privately held TMCs in the country. Cain has achieved this success through a combination of employing extremely experienced and dedicated staff, enjoying unparalleled employee and customer retention rates and conceptualizing, developing and deploying new technologies designed to enhance traveler experience and facilitate the success of travel programs. The Company is based in Boulder, Colorado.

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