



Sabre launches United Airlines' NDC offers to its global network of travel buyers

April 11, 2023

United's NDC content will be available via Sabre Red 360, Sabre APIs and GetThere

SOUTHLAKE, Texas, April 11, 2023 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading software and technology provider to the global travel industry, and United Airlines, today announced the availability of [United's NDC offers](#) through Sabre's global distribution system (GDS).

Sabre-connected travel buyers, agencies and developer partners will be able to shop, book, and service United's NDC content through Sabre's Offer and Order APIs, the agency point-of-sale tool, Sabre Red 360, and the online booking tool, GetThere.

"We are so pleased to launch United Airlines' NDC content this week, marking the 10th airline with whom we have completed integration and made content available through NDC to agencies around the world," said Kathy Morgan, vice president, NDC and airline supply, Sabre Travel Solutions. "In delivering a suite of NDC solutions and enabling air content in our NDC channels, we are helping airlines go from where they are today to a new modern approach to travel retailing – a key step in the evolution of retailing and distribution in the travel industry."

Travel buyers connected to the Sabre GDS will be able to choose enhanced offers from United such as United's continuous pricing content with the lowest fares available in these channels. They will also have access to more descriptive information on United's flight offers as well as seat selection enabled in the booking path. NDC offers from United are currently available in over 70 countries, with more coming soon.

Sabre Offer and Order APIs are the foundation of a modern retailing marketplace that allows airlines to dynamically create and distribute tailored offers across any channel, while being seamlessly fulfilled and delivered as orders. Sabre Red 360 unlocks a full spectrum of bookable content and insightful information to efficiently create tailored trip experiences that travel buyers can sell and service.

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.

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