



Sabre and Hawaiian Airlines sign new distribution agreement that will provide NDC content to Sabre-connected agencies

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The multi-year deal will give travel agencies connected to Sabre access to both NDC and traditional EDIFACT content through the Sabre global distribution system (GDS)

SOUTHLAKE, Texas, Jan. 18, 2024 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR) and Hawaiian Airlines have signed a multi-year distribution agreement that will provide Sabre-connected agencies with long-term access to the carrier's HA Connect™ NDC and traditional EDIFACT content through the Sabre travel marketplace.

Hawaiian Airlines and Sabre will be working closely together on the integration of HA Connect™ NDC content in the Sabre GDS, which is expected to be available by the end of 2024. Once live, it will enable hundreds of thousands of Sabre-connected agencies and travel buyers to have even richer access to the carrier's broad range of products and offers, as travel agents will be able to shop, book, and manage Hawaiian Airlines' NDC and EDIFACT offers through Sabre's Offer and Order APIs, the point-of-sale tool, [Sabre Red 360](#), and the corporate booking solution, [GetThere](#).

"We are very pleased to have reached an agreement with Sabre to expand our long-standing distribution partnership to not only EDIFACT but also HA Connect™ content once the technical connectivity has been implemented," said Brent Overbeek, Executive Vice President and Chief Revenue Officer, Hawaiian Airlines. "Hawaiian Airlines is continuously expanding the distribution options and content available to the travel agency community, and NDC is one of the key enablers of that. This agreement will enable Sabre's travel agents across the globe to access our rich HA Connect™ NDC content."

Sabre powers a constantly expanding marketplace of travel content. Through its network of agencies and corporations worldwide, Sabre enables airlines to market their fares and offers in a highly efficient way.

"We are happy to support Hawaiian Airlines in their NDC journey and help them unlock new revenue streams while adding even more value for the traveler," said Roshan Mendis, Chief Commercial Officer, Sabre Travel Solutions. "This agreement is another proof point of our commitment to powering travel retailing, while meeting the unique needs of our airline customers and our travel buyer partners."

This new agreement also provides closure to the litigation between both companies.

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. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world. For more information visit www.sabre.com.

About Hawaiian Airlines

Now in its 95th year of continuous service, Hawaiian is Hawai'i's biggest and longest-serving airline. Hawaiian offers approximately 150 daily flights within the Hawaiian Islands, and nonstop flights between Hawai'i and 15 U.S. gateway cities – more than any other airline – as well as service connecting Honolulu and American Samoa, Australia, Cook Islands, Japan, New Zealand, South Korea and Tahiti.

Consumer surveys by Condé Nast Traveler and TripAdvisor have placed Hawaiian among the top of all domestic airlines serving Hawai'i. The carrier was named Hawai'i's best employer by Forbes in 2022 and has topped Travel + Leisure's World's Best list as the No. 1 U.S. airline for the past two years. Hawaiian has also led all U.S. carriers in on-time performance for 18 consecutive years (2004-2021) as reported by the U.S. Department of Transportation. The airline is committed to connecting people with aloha. As Hawai'i's hometown airline, Hawaiian encourages guests to Travel Pono and experience the islands safely and respectfully.

Hawaiian Airlines, Inc. is a subsidiary of Hawaiian Holdings, Inc. (NASDAQ: HA). Additional information is available at HawaiianAirlines.com. Follow Hawaiian's Twitter updates (@HawaiianAir), become a fan on Facebook (Hawaiian Airlines), and follow us on Instagram (hawaiianairlines). For career postings and updates, follow Hawaiian's LinkedIn page.

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