



## Newmark Hotels and Reserves selects Sabre Hospitality to boost bookings for its African luxury hotels

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SOUTHLAKE, Texas and CAPE TOWN, South Africa , Feb. 11, 2025 /PRNewswire/ -- [Sabre Hospitality](#), a division of [Sabre Corporation](#) (NASDAQ: SABR) a leading global travel technology company, announced a new agreement with Newmark, a world-class specialist management company of African luxury hotels and reserves, located in South Africa, Mauritius, Zanzibar, Tanzania, Uganda and Nigeria, to distribute its hotel content through Sabre Hospitality's Global Distribution System (GDS) technology.

Sabre's SynXis Central Reservation System (CRS) will play a [central role](#) in Newmark's GDS distribution strategy, enhancing their ability to manage and distribute room inventory. This will not only streamline the booking process but also extend its reach through a global network of travel agencies. Ultimately, this solution is designed to increase visibility, [drive revenue](#), and attract a wider audience for Newmark.

"We are thrilled to partner with Sabre Hospitality and reach 425,000-plus travel agents globally. This is part of a digital transformation to form a foundation for future growth," said Neil Markovitz, CEO of Newmark. "This collaboration is a key milestone in our digital transformation journey, enabling us to streamline distribution, enhance operational efficiency, and strengthen our global presence. By utilizing Sabre's advanced technology, we are building a strong foundation for future growth, ensuring that Newmark's unique collection of hotels and game reserves is accessible to travelers around the world."

Newmark includes a collection of luxury hotels in the V&A Waterfront part of Cape Town, in addition to city hotels in the Cape Town Foreshore, and in Sandton, Johannesburg. Additionally, private game reserves are offered in Emanzana, the Timbavati, the Waterberg, and the Karoo.

"This partnership with Newmark underscores the importance of the GDS foundation in delivering breadth and depth of content across various channels that in turn can help increase guest satisfaction for our hotel partners," said Frank Trampert, Senior Vice President & Global Managing Director Commercial, Sabre Hospitality. "Through our state-of-the-art solutions, we look forward to helping Newmark properties continue to redefine and deliver hospitality excellence in South Africa, Mauritius, Zanzibar, Uganda and Nigeria."

### About Sabre Corporation

Sabre Corporation is a leading technology company that takes on the biggest opportunities and solves the most complex challenges in travel. Sabre harnesses speed, scale and insights to build tomorrow's technology today – empowering airlines, hoteliers, agencies and other partners to retail, distribute and fulfill travel worldwide. Headquartered in Southlake, Texas, USA, with employees across the world, Sabre serves customers in more than 160 countries globally. For more information visit [www.sabre.com](http://www.sabre.com).

### About Newmark Hotels & Reserves

Newmark Hotels & Reserves lives by the promise of "Experience Authentic". It creates memorable and unique experiences for guests – authentic to the location, environs and people of each of its properties. From gracious boutique luxury hotels, vibrant city hotels, inspiring safari lodges to blissful island getaways – Newmark is a curator of occasions that excite, serve, soothe and take care of its guests. Occasions that are complemented by sensorial cuisine, directed by Newmark's Group Head Chef, and enhanced by its Group Sommelier's selected wine choices. Established in 2007, Newmark Hotels & Reserves has its roots in Cape Town, and continues to expand throughout Africa. The hospitality management company's South African footprint includes Cape Town's iconic V&A Waterfront, the magnificent Cape Winelands, the open skies of the Karoo, the rolling green hills of the UNESCO Waterberg Biosphere and the vast Kruger National Park where lion, elephant, buffalo, rhino and leopard roam free. Further afield, Newmark's guests can experience West African golf experiences, East African gorilla trekking experiences, and the opulence of Mauritian and Zanzibar beach resorts. [www.newmarkhotels.com](http://www.newmarkhotels.com)

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