



Ensana Hotels Partners with Sabre to Elevate Wellness Hospitality Through SynXis Retailing

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Luxury Wellness Brand to Offer Personalized Spa, Wellness, and Resort Experiences with Advanced Retailing Technology

LONDON, March 5, 2025 /PRNewswire/ -- [Sabre Hospitality](#), a division of leading global travel technology company Sabre Corporation (NASDAQ: SABR), has announced a multi-year agreement with Ensana, Europe's leading health spa operator, to implement Sabre's advanced SynXis platform and solutions. This collaboration marks a pivotal step in Ensana's journey to [modernize operations](#), enhance [guest experiences](#), and support its ambitious growth plans across Europe, Asia and the Middle East.

A key aspect of this collaboration is the deployment of [SynXis Retailing](#), enabling Ensana Hotels to go [beyond room sales](#) and fully monetize its spa and wellness offerings. Seamlessly supporting Ensana's business model, the SynXis platform will also provide advanced distribution, flexible retailing, and smooth integration with property and revenue management systems—helping to streamline operations, boost bookings, and drive revenue growth as Ensana expands.

"This partnership is a testament to our mission of enabling hotels to become true retailers, moving beyond traditional room sales to unlock the full potential of their offerings," said Frank Trampert, Senior Vice President, Global Managing Director at Sabre Hospitality. "With SynXis Retailing, Ensana Hotels can better package and sell spa and wellness experiences, creating new revenue streams while delivering exceptional value to their guests. This is the future of hospitality—where every touchpoint becomes an opportunity to engage, personalize, and grow."

In addition to SynXis Retailing, this agreement includes a comprehensive suite of solutions, including the SynXis Booking Engine, Corporate Booking Tool, and GDS Distribution. These tools, combined with integrations to other critical technology partners will help Ensana optimize operations and deliver personalized guest experiences. A key factor in Ensana's decision to choose Sabre was the Corporate Booking Tool, which provides a seamless and efficient way to manage direct corporate bookings, aligning with the hotel group's business needs to distribute digitally and more efficiently to important business segments.

"This collaboration marks an important milestone for Ensana as we continue to expand as leaders in the health spa hospitality sector," said Frank Halmos, Chief Executive Officer, Ensana Hotels. "Sabre's innovative technology, particularly its retailing and corporate booking capabilities, will help us provide more personalized and flexible booking experiences, allowing us to better serve our guests and business partners."

By equipping Ensana with innovative technology, Sabre reinforces its role as a trusted partner in the evolving wellness hospitality sector. This collaboration underscores Sabre Hospitality's leadership in delivering cutting-edge technology that supports hotels in [maximizing their revenue](#) potential beyond traditional room sales.

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.

About Ensana Hotels

Ensana is Europe's leading health spa operator with a portfolio of over 28 hotels. For over 200 years, the locations of Ensana have provided guests with authentic health and wellness experiences, harnessing the power of natural resources and medical expertise. For more information visit www.ensanahotels.com.

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