



British Airways' NDC content now live in Sabre's travel marketplace

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SOUTHLAKE, Texas, and LONDON, March 18, 2025 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading global travel technology company, today announced the launch of British Airways' New Distribution Capability (NDC) content in Sabre's travel marketplace. Starting today, Sabre-connected travel agencies worldwide can shop, book, and service NDC offers alongside traditional ATPCO/EDIFACT options.

By activating NDC through Sabre, agencies will seamlessly manage British Airways' offers and orders via Sabre Red 360, Sabre Red Launchpad™, and the Sabre Offer and Order APIs. Sabre's multi-source content strategy enables NDC content to integrate smoothly with traditional ATPCO/EDIFACT options, providing a unified shopping experience that simplifies workflows and enhances productivity.

British Airways' Chief Commercial Officer, Colm Lacy, said: "At British Airways, we want to give customers a seamless digital-first retailing experience, so we're pleased to extend access to our exclusive NDC content, using Sabre's technology, to our agencies worldwide. This will open up even more ways for agencies to search, book, and service our offers, all whilst providing a more personalised experience for customers across the globe."

"Sabre is proud to continue leading the way in NDC adoption by providing robust technology solutions that empower our customers to evolve with the industry," said Kathy Morgan, Senior Vice President, Distribution Experience, Sabre Travel Solutions. "Our partnership with British Airways demonstrates our commitment to building a modern travel marketplace where agencies have access to the most comprehensive content portfolio available."

Currently, thousands of agencies in over 150 countries use Sabre's NDC capabilities to efficiently shop, book, and service dynamic airline content. By incorporating BA's NDC content, travel sellers gain access to more personalized offers, enabling them to stay competitive and deliver exceptional value to travelers.

About Sabre

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 British Airways

As a global airline and the UK's flag carrier, British Airways has been flying its customers to where they need to be for more than 100 years. The airline connects Britain with the world and the world with Britain, operating one of the most extensive international scheduled airline route networks together with its joint business, codeshare and franchise partners.

In September 2021, British Airways launched its sustainability programme, BA Better World, committing to put sustainability at the heart of everything it does and with a clear roadmap to achieve net zero carbon emissions by 2050. British Airways is a founding member of the airline alliance oneworld, which serves around 1,000 destinations across the globe.

British Airways flies to destinations in more than 75 countries. Its principal place of business is London, with its main home at Heathrow Terminal 5.

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