



Gray Dawes Group appoints Sabre as exclusive global distribution partner

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SOUTH LAKE, Texas, April 30, 2025 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading global travel technology company, today announced a multi-year partnership with [Gray Dawes Group](#), one of the industry's largest independent travel management companies (TMCs). Under this partnership, Gray Dawes has selected Sabre as its sole global distribution platform partner.

Gray Dawes will partner with Sabre to accelerate its next phase of growth, prioritizing investments in innovation to better serve clients worldwide and enhance operational efficiency. Advanced capabilities in AI and automation will enable Gray Dawes' agents to focus on high-value interactions, while Sabre's multi-source content approach streamlines technology management, ensuring seamless access to comprehensive travel options.

"We have selected Sabre as our global distribution technology platform because of their ability to support our operational model and international growth," said Suzanne Horner, Chief Executive Officer at Gray Dawes. "Their global scale, stable technology infrastructure, and investment roadmap align with our objective to expand beyond our core markets and operate efficiently on a global scale. By focusing our entire global operation on a single GDS, we can achieve far greater efficiencies within our business, freeing up time and resources to further develop our Always On service model. Sabre offers excellent support to our High Tech, High Content value proposition, and we are excited to explore how their innovation can complement our own in-house technology developments in the service of our clients."

Gray Dawes' partnership with Sabre supports the TMC's strategic growth initiatives across key regions, focusing on its European markets — the UK and the Netherlands — as well as continued growth in North America and Australia.

"This partnership highlights Sabre's capability to collaborate with and deliver integrated solutions for TMCs looking to scale both locally and globally," said Richard Addey, Regional Director for Northern Europe and Benelux at Sabre. "By combining our AI-driven technology, automation, and multi-source content, we are supporting Gray Dawes' growth strategy and enabling them to enhance operational efficiency while focusing on high-value services for their clients worldwide."

Gray Dawes accesses Sabre content through YourTrip, their online corporate travel platform and booking tool, powered by Atrii. Gray Dawes has been instrumental in the development of Atrii, as well as pioneering their own online Portal, which provides clients with complete control over their corporate travel program within a secure environment — a model into which Sabre fits perfectly.

Sabre's open approach and API connectivity enable access to its travel marketplace without the need to change existing technology, supporting Gray Dawes' operational model and allowing agents to continue delivering high-value service to their clients without disruption.

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.

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About Gray Dawes Group

Gray Dawes Group is one of the largest independent travel management companies in the world, with operations in the UK, USA, Europe, and Australia, offering tailored travel solutions to corporate clients. With a commitment to innovation, service excellence, and operational efficiency, Gray Dawes supports businesses in managing travel effectively and enhancing traveler experiences globally.

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