



Sabre expands NDC reach with Air France and KLM

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Sabre's multi-source content platform now features Air France and KLM's NDC offers, giving travel agencies access to exclusive fares, continuous pricing, and richer travel options

SOUTHLAKE, Texas, May 6, 2025 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading global travel technology company, today activated Air France's and KLM's New Distribution Capability (NDC) content in its travel marketplace. Sabre-connected agencies can now access extra options, exclusive promotions, and better fares thanks to continuous pricing, for both of Air France and KLM, helping them stay competitive in an evolving travel retail landscape.

NDC is a critical enabler of modern retailing, allowing airlines to create and distribute personalized offers beyond traditional static fare structures. Through this collaboration with Sabre, Air France and KLM can provide richer content and more competitive price points in the indirect channel, while Sabre-connected travel agencies benefit from seamless access to this content via Sabre's Offer and Order APIs, Sabre Red 360, Sabre Red Launchpad,™ as well as a range of online booking tools.

"Integrating our NDC content with Sabre marks a key milestone in our distribution strategy," stated Angus Clarke, EVP and Chief Commercial Officer at Air France-KLM. "This allows us to provide improved fares with continuous pricing, exclusive promotions, additional extra options, and innovative offers like Seat and Extra SAF Bundles. Travelers booking via Sabre-connected agencies benefit from superior choices, while our agency partners enjoy real-time access to our best offers."

Sabre's multi-source content approach integrates NDC alongside traditional options, making it easier for travel sellers to compare and book across different airline retail models. By unifying content sources, agencies can more efficiently manage a broader range of offers without increasing complexity in their workflows.

"Air France and KLM's NDC activation reflects the shift toward a modern, more flexible distribution environment," said Roshan Mendis, EVP and Chief Commercial Officer of Sabre Travel Solutions. "At Sabre, we're focused on enabling intelligent retailing through multi-source content, ensuring agencies can easily shop, book, and service NDC alongside other content types. This collaboration reinforces our vision for a marketplace where airlines can distribute personalized offers at scale, while agencies remain at the forefront of delivering value to travelers."

This activation is part of Sabre's ongoing investment in expanding NDC capabilities to support the entire travel ecosystem. Sabre aggregates, integrates, and normalizes ATPCO/EDIFACT, low-cost carrier, and NDC content, giving Sabre-connected agencies a seamless way to shop, compare, and book offers in a single workflow. Sabre offers access to NDC content from more airlines than any other major GDS.

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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