



Sabre seizes first-mover position with comprehensive agentic APIs for travel

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New APIs accessible via a proprietary MCP "universal translator" unlock endless possibilities for AI-powered shopping, booking, and servicing at scale

SOUTHLAKE, Texas, Sept. 23, 2025 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR), a leading global travel technology company, today announced its first agentic solutions for travel – building on the expansive reach and richness of its industry-leading travel data cloud to power a new era of AI-driven retailing.

Central to the upcoming launch are agentic-ready APIs made possible by a new, proprietary Model Context Protocol (MCP) server – which acts as a universal translator, making the complex language of travel technology understandable to any AI Agent. Together, these tools unlock the ability for AI to seamlessly shop, book, service and optimize trips in real time – moving agentic AI from promise to practical reality as a critical accelerator for travel industry innovation.

By empowering agentic AI, Sabre's ambition is to move beyond digital optimisation to solve customer pain-points that typically drain time and patience. The first capabilities will focus on flights, hotels and post-booking services.

There are endless possibilities to transform travel using agentic AI. For example, the following kinds of agentic tools could be built using Sabre's agentic API: an **IROPS Call-Centre Proxy Agent** that waits on hold with an airline, secures a same-day rebooking, pays with stored card details and updates the traveler's calendar automatically; a **Hotel Ops Agent** that calls at midnight to confirm a late arrival, ensures the room isn't resold and arranges oat milk for breakfast; an **Agent-to-Agent Collaboration Agent** that works directly with another agency's AI to finalise complex changes such as split tickets or fare combinability; a **Visa & Compliance Agent** that completes online applications, pays fees and attaches documents to the booking record; and an **Expense Filing Agent** that gathers receipts, codes them correctly and submits a full report in line with company policy. These are the kinds of tasks travelers and agents waste hours on today – and by leveraging Sabre's MCP and agentic APIs, tools could allow these to be handled in the background, creating smoother journeys and lower costs.

Underpinning this innovation is Sabre IQ, the company's systemic AI layer. Sabre IQ has advanced from powering retail optimization to using Large Language Model (LLM) technology – AI that can understand and respond in natural, conversational language. But, being 'smart' on its own isn't enough. Data is the key differentiator here – and the Sabre IQ AI Layer is powered by an unrivaled bedrock of travel intelligence. Its capabilities are built on Sabre's Travel Data Cloud – developed in deep partnership with Google – and containing more than 50 petabytes of historical and real-time signals, all aggregated, anonymized, and encrypted through Sabre's extensive access control mechanisms, which follow applicable contractual and legal obligations. That gives the Sabre IQ AI layer the richest base of travel knowledge anywhere. To put that into perspective, 50 petabytes could hold the entire written works of humanity, in every language, many times over.

"There's a difference between being smart and being truly intelligent at scale," said **Garry Wiseman, Sabre Chief Product and Technology Officer**. "With our new MCP server and agentic-ready APIs – supported by Sabre IQ and our industry-leading travel data set – we're planting a stake in the ground. This is the smartest enterprise AI solution in travel, designed for the entire industry to build on. Future possibilities are becoming reality – and Sabre is driving that change."

Unlike fragmented, one-off tools, Sabre's new agentic capabilities are natively integrated into SabreMosaic™, the company's modular, cloud-native platform. This means airlines, agencies, and developers can seamlessly adopt agentic workflows without sacrificing scale, resilience, or trust. For travel sellers, this translates into real business value: automation of complex workflows, lower servicing costs, smarter itineraries, and more opportunities to upsell relevant, personalized offers that convert.

Together, these innovations mark the start of a new chapter in travel retailing – one where AI works seamlessly across the ecosystem, and Sabre is setting the pace for what comes next.

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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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