



## The next travel influencer isn't a person... It's a conversation.

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*Sabre unveils groundbreaking, new whitepaper on agentic AI and conversational commerce, calling it one of the most disruptive shifts in travel tech history*

SOUTHLAKE, Texas, Oct. 16, 2025 /PRNewswire/ -- Sabre (NASDAQ: SABR) today released a provocative new whitepaper, [Chat As the New Influencer: From Conversations to Clicks](#), forecasting a seismic shift in how travel is discovered, personalized, and booked. The paper argues that conversational commerce – powered by agentic AI – is not just a new channel, but a new paradigm, poised to redefine the traveler journey and unlock unprecedented growth across the industry, akin to how commerce via social media revolutionized other retail industries over the past decade.

Unlike online shopping for something with low complexity, like the perfect red sweater – where buying is visual and logistics are predictable – shopping for travel isn't just about choosing a destination; it's about syncing flights, hotels, ground transport, and availability across multiple travelers, all shaped by where you live, where you're going and how you'll get there. While social media has undeniably influenced travel decisions over the last several years, the complex travel industry has never been able to fully harness the look-to-shop commerce pipeline... until now.

"Conversational commerce is more than 'just' a tech trend for the travel industry; it's a generational leap," said Jen Catto, Chief Marketing Officer at Sabre. "It will collapse the distance between desire and delivery, turning complexity into conversion and transforming every traveler into their own influencer. Talk is no longer cheap. It's AI-powered and driving revenue."

The whitepaper outlines a compelling vision for the future of travel retailing:

- **Social commerce inspires travel purchases. Conversational commerce will convert.** While social platforms spark wanderlust, they fall short on trust and infrastructure. Agentic AI closes the gap, turning intent into action in seconds.
- **AI is expanding the market.** Over half of travelers using agentic AI discover options they wouldn't have found otherwise, signaling true demand creation, not just share shift.
- **The storefront is changing, and agentic AI is the new UI.** Travel won't just be sold on websites and apps. It will be co-created in chat windows, voice assistants, and AI agents.
- **Trust will be the new currency.** As AI adoption accelerates, transparency, governance, and data integrity will separate leaders from laggards.

With this shift, it's *finally* the travel industry's turn to lead the next digital revolution. Sabre is driving this transformation to a new frontier.

Through its SabreMosaic™ platform, Sabre is deploying enterprise-grade AI built on Google's Vertex AI and Gemini solutions, powered by Sabre's industry-leading curated travel data cloud. Its Sabre IQ AI Layer personalizes interactions at scale, while its IQ Assurance Layer ensures outputs are explainable, secure, and compliant.

"Sabre isn't just responding to change, we're setting the pace," said Garry Wiseman, Chief Product and Technology Officer at Sabre. "We're building the platforms to turn conversations into commerce, and commerce into loyalty. This is travel retailing reimaged – from static search to dynamic, personalized dialogue."

The paper calls on travel brands, retailers, and suppliers to act now: embrace conversational interfaces, rethink merchandising, and build for trust. As traveler expectations evolve, the winners will be those who meet them inside the conversation with speed, relevance, and confidence.

[Read the complete perspective from Sabre here.](#)

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### About Sabre Corporation

Sabre Corporation is a leading software and technology company that powers the global travel industry, serving a broad spectrum of travel businesses including airlines, hoteliers, travel agencies and other suppliers. The company provides retailing, distribution and fulfillment solutions that enable its clients to operate more efficiently, generate revenue and offer personalized travel experiences. Through its leading travel marketplace, Sabre connects travel suppliers with buyers worldwide. Headquartered in Southlake, Texas, USA, Sabre serves customers in over 160 countries. [www.sabre.com](http://www.sabre.com)

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