



Kenya Airways Partners with Sabre to Enhance Customer Experience through Upgrade to Modern Retailing Platform

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New platform will modernise reservations, ticketing and check-in, and advance the airline's move to personalised, offer-and-order-based retailing on Sabre Mosaic®

NAIROBI, Kenya and SOUTHLAKE, Texas, Sept. 22, 2026 /PRNewswire/ -- Kenya Airways has selected Sabre (NASDAQ: SABR), a leading travel technology company to implement a modern, new retailing platform across the airline. The platform will become the operational and commercial backbone of Kenya Airways' business, supporting reservations, ticketing, inventory management and airport check-in, replacing the airline's current system, which has served Kenya Airways for more than two decades.

The new platform is a major milestone in Kenya Airways' digital transformation. It will provide the technology foundation needed to modernise the airline's retailing capabilities, improve operational efficiency and deliver more personalized and seamless customer experiences. It is a deliberate, forward-looking investment in the airline's long-term commercial and digital capability.

For customers, this technology upgrade will enable a more personalised and flexible booking experience, with tailored fare and ancillary options, greater choice in how they bundle their journey, smoother digital and mobile booking, and faster airport check-in. It will also strengthen how the airline supports customers when plans change, with faster, more intuitive self-service tools and improved real-time rebooking during flight disruptions. Members of the airline's Asante Rewards programme can also expect an upgraded experience under the new platform.

"This partnership marks an important step in Kenya Airways' retailing transformation. Sabre gives us a modern, flexible foundation to move toward personalised, offer-and-order-based retailing, built for the future and for how our customers want to book and travel today," said Julius Thairu, Chief Commercial and Customer Officer, Kenya Airways.

The move supports Kenya Airways' broader commercial evolution – bringing shopping, booking, servicing, and fulfilment together in a single customer-centric record – and aligning the carrier with standards shaping the global airline industry, including IATA's New Distribution Capability (NDC). Sabre's open, modular technology allows Kenya Airways to modernise in stages and unlock value incrementally as it makes sense for the business. As part of this evolution, Kenya Airways will adopt Sabre Mosaic® Offer Optimisation, introducing continuous learning and dynamic pricing capabilities to help the airline better match traveller demand and deliver more personalised offers.

"I'm incredibly proud that Kenya Airways has chosen Sabre as its strategic technology partner as it upgrades its core systems and advances toward the next generation of travel retailing. Having spent time with the team, I've been impressed by their ambition to transform the airline and continually improve the service they provide to travellers. This decision reflects growing confidence in modular technology that enables carriers to unlock value today while building toward an offer- and- order future," said Niklas Andréen, Chief Commercial Officer, Airline Technology, Sabre.

About Kenya Airways

Kenya Airways, a member of the SkyTeam Alliance, is a leading African airline flying to 42 destinations worldwide, 35 of which are in Africa. Its fleet comprises widebody Boeing aircraft, including its flagship B787 Dreamliner, and narrow-body Embraer E190 aircraft. Kenya Airways takes pride in connecting Africa to the world and the world to Africa through its hub at the ultra-modern Terminal 1A at Jomo Kenyatta International Airport in Nairobi. For more information go to www.kenya-airways.com.

About Sabre

Powering the agentic revolution in travel. Sabre is an AI-native technology leader, backed by one of the world's largest travel data clouds. With AI at its core and operating at unparalleled scale, Sabre transforms insights into innovation, empowering airlines, hoteliers, agencies and other partners to retail, distribute and fulfil travel worldwide. Sabre is built on an open, modular, cloud-native architecture and serves as the backbone for both established leaders and bold, new disruptors, guiding them to the next age of travel retailing through intelligent, connected, and personalised experiences.

For more information, visit www.sabre.com.

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