

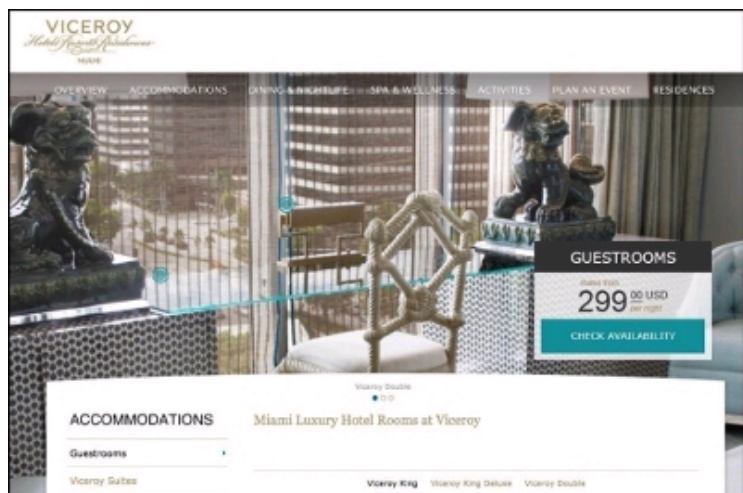


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Sabre launches SynXis Booking Engine in-context suite, an industry-first digital retailing solution for hotels

New solution will help hotels increase online booking revenue while seamlessly guiding travelers to create the unique hotel experience they want

SOUTHLAKE, Texas, May 7, 2015 /PRNewswire/ -- [Sabre Corporation](#) (Nasdaq: SABR) announced today the launch of the *SynXis Booking Engine* in-context suite, a first-of-its-kind digital retailing solution to help hoteliers optimize their direct distribution channel - and provide travelers with new booking options to unlock the unique hotel experience that is right for them.



By integrating intelligent booking capabilities throughout the hotel's website, the in-context suite will drive better conversion rates and increase online revenues for direct bookings - often a hotel's most strategic channel. Online shoppers will have direct access to live rates, availability information and booking capabilities from the most compelling areas of the site, such as the special offers section or photo gallery. For example, with the in-context capabilities integrated into a hotel's website, guests will be able to book a seaside view or a particular suite from the hotel's web site photo gallery - without ever leaving that web page.

"Today when a guest visits a hotel's website, the point of purchase is disconnected from some of the hotel's most compelling selling features, such as room photos or rooms views," said Alex Alt, president of Sabre Hospitality Solutions. "With this new approach, we are connecting the point of greatest inspiration with the point of sale, significantly enhancing the way hoteliers sell to guests in a digital world."

Sabre is currently piloting the *SynXis Booking Engine* in-context suite with several major hospitality brands, including Viceroy Hotel Group. After testing the solution for several months on their branded hotel websites, Viceroy saw a 20 percent increase in visitors to the booking engine and a 10 percent increase in online revenues associated with the pages using the in-context capabilities.

"Our ability to showcase real-time rates and availability, as visitors are looking at relevant content, has proven to increase on-site engagement and profitability for our hotels. I look forward to implementing this capability on all our websites later this year and continuing to test and optimize the performance," said Mary Bennett, vice president of digital and commercial partnerships for Viceroy Hotel Group.

The *SynXis Booking Engine* in-context suite is the latest in a series of new retailing and merchandising solutions recently released by Sabre to help travel suppliers create offers that are designed, timed and delivered in a way that resonate with travelers and create incremental revenues for travel suppliers.

"With nearly 50 percent of hotel bookings coming through online channels in 2015, hoteliers need to maximize the effectiveness of their direct distribution channel, and Sabre's solutions help them generate demand, nurture guest loyalty and develop brand strength in a complicated and competitive digital marketplace," Alt said.

Sabre's retailing and merchandising solutions for hotels are powered by the SynXis Enterprise Platform, the industry's first fully-integrated SaaS-based hospitality solutions portfolio, which is currently deployed at more than 20,000 hotels around the world.

About Sabre Corporation

Sabre® Corporation is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than \$110 billion of estimated travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 60 countries around the world.

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