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Sabre introduces Sabre Marketplace Analytics - a data analytics solution to help airlines capitalize on travel demand

Industry-first solution will revolutionize how travel suppliers market to millions of travelers

SOUTHLAKE, Texas, March 24, 2015 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR) has launched Sabre Marketplace Analytics - its newest data analytics solution that will enable airlines worldwide to capitalize on travel demand within the Sabre Travel Network marketplace. This first-of-its-kind capability will provide airlines with information to drive incremental revenue and increased yield.

Sabre has recently launched a full suite of data-driven solutions across all of its customer segments to help customers leverage their own data to personalize and improve the traveler experience while providing growth and revenue opportunities. For SabreSonic CSS customers, these new data-driven capabilities will provide airline decision makers with the broadest view of their indirect and direct sales channels.

"At Sabre, our strategic investments have created world-class capabilities in data science and analytics, as well as a strong pipeline of solutions to help airlines, hotels and other segments in the travel ecosystem realize the powerful benefits of big data analytics," said Greg Webb, president of Sabre Travel Network. "By leveraging big data and emerging visualization techniques, Sabre is delivering unique insights and unparalleled value to help our customers more quickly see traveler trends and act on them."

Until now, airlines have had little-to-no visibility into the shopping activity and travel demand patterns in the global distribution systems (GDSs) and historically were only aware of a portion of that demand once a booking is made. The Sabre marketplace uniquely provides airlines the insights necessary to help boost their business and amplify the value of this distribution channel. With Sabre Marketplace Analytics, airlines will now have visibility into shopping activity within the Sabre travel marketplace for their routes, including how well they are converting travel demand into bookings, a critical driver of revenue.

For example, an airline using Sabre Marketplace Analytics to monitor shopping data may see a surge in shopping activity for flights from Boston to Miami. If the airline is not converting the demand to bookings, it could leverage these insights into action by adjusting its product offering on that route, increasing its local marketing in Boston, or using promotional media options within the Sabre travel marketplace to capture a higher percentage of bookings and revenue.

Sabre's research shows that meaningful personalization in travel requires much deeper insights than frequent flier data and other cursory identifiers that airlines use today. To deliver true merchandising to travelers, airlines need to understand and anticipate what travelers want, and Sabre Marketplace Analytics provides this capability to enable airlines to deliver more targeted offers to their travelers.

Using analytical dashboards and heat maps, Sabre Marketplace Analytics visualizes shopping activity for travel up to a year in the future and as far back as 120 days in the past, allowing airlines to track historical travel shopping patterns and anticipate future travel demand. In addition, the solution provides actionable insights on that shopping activity including data on the type of travel, length of stay, and the region and sales channels from which the demand originates.

Sabre Marketplace Analytics uses leading-edge big data technologies, including Hadoop and other analytic databases, to capture, store and analyze petabyte scale data sets that include booking data and low-fare shopping request data from more than 2 million distinct travel markets within Sabre's travel marketplace.

"While there has been a lot of buzz about big data over the past few years, creating meaningful customer solutions that leverage data sets at this scale is still highly complex. Sabre is at the forefront of solving some of the most challenging problems associated with big data applications," said Webb.

Other Recent Sabre data-driven solutions:

Customer Data Hub - Allows airlines to create a holistic view of each traveler to drive differentiated and personalized selling and servicing.

Customer Experience Manager enables airlines to deliver consistent, personalized engagement with travelers throughout their trip based on customer insights.

Dynamic Retailer enables airlines to identify and offer the most relevant services and product bundles to travelers.

Custom Offers enables hoteliers to create unique, tailored deals for travelers based on individual traveler information and shopping data.

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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