



August 17, 2015

Air Seychelles selects Sabre to enhance guest experience and drive growth

MAHE, Seychelles and SOUTHLAKE, Texas, Aug. 17, 2015 /PRNewswire/ -- Air Seychelles, the national airline of the Republic of Seychelles, has selected global technology provider, [Sabre Corporation](#) (NASDAQ: SABR), to provide a full suite of technology that will support the carrier's global business as well as enhance the Air Seychelles guest experience and revenue-generating capabilities.



The agreement will see Air Seychelles move to SabreSonic, an integrated suite of applications that automates critical processes such as Reservations, Inventory, and Departure Control enabling a unique differentiated customer experience.

Using Sabre's robust and flexible software, Air Seychelles will be able to further optimize daily operations, drive incremental revenues and ancillary revenue opportunities and provide guests with a more personal travel experience through tailored services, delivering an overall more consistent guest experience, with a faster, smoother check-in process.

The agreement was signed by Roy Kinnear, Chief Executive Officer of Air Seychelles, and Shane Batt, Senior Vice President, Strategic Clients, Sabre.

The Minister for Foreign Affairs and Transport and Chairman of Air Seychelles, Joel Morgan, welcomed the agreement with Sabre: "The introduction of SabreSonic is a signal the airline is maintaining its pace of growth and development with other airlines in the Etihad Airways Partners group, as it assumes its place as a leading airline in the world.

"The decision to implement SabreSonic is in line with the five year business plan as it lays the foundation for the on-going evolution of the business. This is an exciting and important step for Air Seychelles," Minister Morgan said.

Mr. Kinnear said: "Air Seychelles has grown its network and passenger numbers strongly over the past three years. With a more complex business and more airline partners, the timing is right to introduce a technology solution which is focused on enhancing the guest experience.

"This is the next step in facilitating the continued and planned expansion of the business.

"SabreSonic first and foremost means happier guests. When implemented, SabreSonic will provide our team with more complete information on our guests' bookings at each touch point in their journey. Simpler processes will also mean our team will have more time to provide the support our guests expect.

"Guests will also have more control and flexibility as it will be possible to book tickets for travel on Air Seychelles and manage itineraries on a smartphone, as well as check-in online for both domestic and international flights.

"This proven technology is also good for the financial success of the business, because with the tools made available we will be able to grow revenue in an innovative, sustainable and customer-focused way.

"SabreSonic is being used by many of our codeshare partners, including Etihad Airways and Jet Airways, with Alitalia and airberlin also migrating to the platform. Having a common platform will enhance customer service for guests traveling with multiple airlines in the Etihad Airways Partners group," Mr. Kinnear said.

Shane Batt said: "Air Seychelles is entering an exciting period of expansion and we are proud to be selected as the technology partner that will help enable this. Sabre's deep experience across the global aviation sector will ensure that, in partnership with Air Seychelles, it implements technology solutions that enable the airline to meet its commercial, customer service and business performance objectives. We will work closely with Air Seychelles in the coming years to support its business and unlock innovation opportunities, leveraging the latest data, mobile and personalization trends.

"Under the project our business consultants will work side by side with the Air Seychelles team, transferring knowledge and skill to ensure a smooth implementation of the new systems with maximum benefit to the airline and its guests."

Sabre's technology is favored by 225 airlines worldwide including most of the world's largest carriers. Its flexible and scalable software allows airlines to operate how they want to, and adapt their business to changing needs and requirements. It optimizes day-to-day airline operations and ultimately helps airlines solve their biggest challenges - to increase revenues, reduce costs and deliver better travel experiences.

About Air Seychelles

Air Seychelles was established in 1978 and began long-haul service in 1983. The airline currently offers international flights to Abu Dhabi, Antananarivo, Dar es Salaam, Johannesburg, Mauritius, Mumbai and Paris. Air Seychelles also offers more than 200 domestic scheduled flights a week throughout the archipelago, including domestic charter services. As the national airline of the Republic of Seychelles, Air Seychelles is a pillar of tourism, the island nation's strongest and growing economic sector. The airline maintains a strategic partnership with Etihad Airways, the national airline of the United Arab Emirates and 40 per cent stakeholder. For more information, please visit: www.airseychelles.com

About Sabre

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 serves customers in more than 160 countries around the world.

MEDIA INQUIRIES

Jack Rigby
Manager Corporate Communications
Air Seychelles
Tel: +248 439 1072
Email: jrigby@airseychelles.com

Daniel Duarte
Principal, Corporate Public Relations
Sabre
Tel : +1 214-236-9473
Email : daniel.duarte@sabre.com



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