Air France-KLM inks full-content and ancillaries agreement with Sabre

Group booking technology and enhanced availability for agencies

PARIS, France, September 18, 2012 Sabre Travel Network, a global technology company serving travel agencies and suppliers, has signed a multi-year full-content agreement with Air France-KLM to sell the carrier’s seats and ancillary products through travel agents connected to the Sabre global distribution system (GDS).

As part of the renewed agreement KLM will make its Economy Comfort seats available to travel agents by using industry standards developed by ATPCo and IATA.

Sabre will also use its latest shopping technology to provide Sabre-connected travel agents with even better access to the best possible availability on Air France and KLM flights.

Air France will implement Sabre group-booking technology, which will make it easier and more efficient for travel agents to manage Air France group reservations.

Jean Wieviorka, Air France-KLM vice president, corporate and distribution, said: “Selling our products through travel agents is a vital element of our overall distribution strategy.

“The ability to market and sell the Economy Comfort seat will enrich the content that is available to the Sabre community and will undoubtedly play a part in the future growth of the airline.”

Harald Eisenaecher, Sabre’s senior vice president in Europe, the Middle East and Africa, said: “Having access to full content and real-time availability is what travel agents expect.

“The decision to use industry standards to sell ancillary products is another major step in the evolution of how airlines sell their products.

“The transparent shopping environment that we provide our travel agency customers will continue to grow and flourish as carriers increasingly recognise the benefit of selling extras through the GDS.”

Air France-KLM is the latest of a large number of airlines, including Alitalia, Aegean and Finnair to have committed to Sabre and chosen to sell ancillary products via the travel agency channel.

ENDS

Sabre Travel Network provides technology services to the travel industry. It operates the world’s largest travel marketplace, connecting travel buyers and sellers through the Sabre global distribution system (GDS). Its innovative technology connects 350,000 travel agents to more than 400 airlines, 100,000 hotels, 25 car rental brands, 50 rail providers, 13 cruise lines and other global travel suppliers. More than $100 billion of travel is purchased through this marketplace annually.

Sabre Travel Network is part of Sabre Holdings, a global travel technology company serving the world’s largest industry- travel and tourism. For more information please visit: www.sabretravelnetwork.com.
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