

Sabre first GDS to offer microstays

A Monitor Report

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Texas : Sabre Corporation, the leading software and technology provider that powers the global travel industry, and BYHOURS, the leading international platform for hotel microstays, have signed a new agreement to provide Sabre's agency community with relevant content that will allow them to sell rooms by the hour through the BYHOURS' Sabre Red App.

Under the agreement, hundreds of thousands of travel agents using Sabre's global distribution system (GDS) will have access to BYHOURS' content, significantly increasing the distribution reach and potential revenue opportunities for BYHOURS and hoteliers across the world while providing travel agents access to the relevant content that their customers demand.

"Giving travel agencies the power to offer relevant content to satisfy the changing needs of their clients is paramount to Sabre. Today, more than ever, travel buyers want access to a broad range of content that better meets the needs of today's traveller," said Traci Mercer, Senior Vice President of Product Segment in Sabre Travel Solutions. "We are excited to provide Sabre-connected travel agencies the ability to further personalise the customer experience with BYHOURS' unique microstay content that provides more flexibility while creating value for all

stakeholders across the ecosystem."

This distribution agreement comes at a key moment for the global travel industry, as Covid-19 has generated an increased need for microstays whether for business, local leisure staycations or stopover travel. As more companies adopt remote work policies, the need for flexible, comfortable and adequate space to work and conduct important meetings is increasing. Similarly, the desire for local leisure or staycations is on the rise, leading to an increase in microstays. Likewise, stopover bookings have helped to make the traveller feel more comfortable and secure during a layover or in the case of disrupted travel. The ability to easily book rooms by the hour will address these needs and provide an integral solution for the industry.

Headquartered in Barcelona, Spain, BYHOURS launched in 2012 to provide flexibility and personalisation to the hotel booking process. The company developed the first booking platform that offers hourly packages at hotels around the world. This allows customers to choose their check-in time, how long they want to stay, and pay only for the amount of time they need, enjoying flexibility and saving money with a pay-per-use model.