

Sabre, Virgin Australia pair up to pioneer modern airline retailing

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Southlake : Sabre Corporation, one of the leading global distribution systems and Virgin Australia, one of the largest airlines of Australia, announced a strategic partnership on September 23.

Under the partnership, the airline will be modernising its retailing capabilities through the phased implementation of SabreMosaic-the revolutionary AI-driven platform built to transform airline retailing, as per a release.

On the development, Roshan Mendis, Chief Commercial Officer, Sabre Travel Solutions, said, "Building on our decades-long partnership, Sabre is proud to collaborate with Virgin Australia as our launch partner for SabreMosaic, which is our revolutionary platform designed to transform airline retailing."

"We are excited to partner with Sabre to lead the industry in modern airline retailing. This partnership supports our mission of being Australia's most loved airline by offering our customers choice and a wonderful guest experience. The SabreMosaic platform will over time enable us to optimise our offers, enhance guest interactions, and build a competitive advantage in the market," said David Hogarth, Chief Information Officer, Virgin Australia.

Virgin Australia's transition to SabreMosaic will entail the adoption of more than 40 products across the retailing lifecycle, delivered through a phased approach over the next few years.

Virgin Australia, already a comprehensive user of Sabre technologies and commercial planning products, will begin to integrate the SabreMosaic platform to further enhance its retailing strategy. The implementation of SabreMosaic Air Price IQ and SabreMosaic Ancillary IQ, part of the Offer Management suite, has already begun setting the stage for a transformative retailing experience.