

Thai Airways renews distribution agreement with Sabre

-A Monitor Report

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Bangkok : Thai Airways has renewed its distribution agreement with Sabre. The national carrier of Thailand will also be using Sabre's robust data combined with its consultancy services to help accelerate its recovery.

The Global Distribution System (GDS) renewal ensures that Sabre-connected travel agencies will continue to have access to Thai Airway's content globally, while enabling the airline to retain its reach across Sabre's valuable network of global travel buyers and intermediaries.

Meanwhile, Thai Airways will also be taking advantage of Sabre's extensive global booking data to help it identify recovery and growth opportunities.

On the occasion, Korakot Chatasinga, Chief Commercial Officer, Thai Airways, said, "We're thrilled to have renewed our distribution deal with Sabre at the same time as being able to harness the power of Sabre's robust booking data and industry expertise."

"We're delighted that Sabre will continue to be a key part of Thai Airways' journey as the carrier, and the country, continue to experience strong travel demand," said Rakesh Narayanan, Vice President, Regional General Manager, Asia Pacific, Travel Solutions Airline Sales, Sabre.

"Our booking data includes detailed insights on itinerary, origin, connection, passenger type, length of stay and other booking patterns."

"However, it's important not just to have access to such data, but to be able to interpret and make the best use of it to support an airline's business strategy and growth. Sabre will be providing consulting services to help identify areas of potential opportunity for Thai Airways to increase efficiencies and enhance future revenue."