

Emirates, Sabre sign new distribution agreement

A Monitor Report

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Dubai : Emirates airline and Sabre Corporation, the leading software and Technology Company that powers the global travel industry, have signed a new multi-year, worldwide distribution agreement.

The new agreement will provide Sabre-connected travel buyers and agencies with access to Emirates' content, through Sabre's global distribution system (GDS). Further to this, Emirates will create and distribute NDC offers through the Sabre GDS.

"The new contract will support us to meet the needs of our agency partners. Providing agencies with flexibility, choice and efficiency will help them to thrive in the current climate and will help us drive revenue and growth," said Adnan Kazim, Chief Commercial Officer at Emirates.

On the other hand, Roshan Mendis, Chief Commercial Officer, Sabre Travel Solutions said, "Our new agreement will provide both Emirates and travel buyers with immense value, removing complexity in the buying process, which is crucial to the recovery of the industry."

In addition to the new agreement, Sabre will continue to partner with Emirates on advanced retailing, data and analytics capabilities through a number of its industry-leading solutions in areas such as network planning, revenue optimisation and market intelligence.

