

## Sabre introduces new airline storefront with "shelves"

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Texas : Sabre has rolled out its new airline storefront, an industry-first capability that makes it easier to comparison-shop complex airline offers in the indirect channel.

The new airline storefront delivers initial shopping results that include airlines' complete product lines. It eliminates confusion caused by different fare naming conventions and organises a broad set of inventory across multiple airlines to enable improved comparison shopping.

This move is a step towards Sabre's vision to create a new marketplace for personalised travel.

The new airline storefront capabilities are available via Sabre's shopping APIs, which travel retailers can leverage to build a bespoke storefront and enhance their customers' experience.

Kathy Morgan, vice president, offer sourcing, Sabre Travel Solutions, explained in an online media briefing that the new airline storefront provides a framework for "shelves" on which airlines can display content side-by-side to help drive more informed decisions.

"Shelves" are defined by specific attributes such as exchangeability, refundability and baggage allowance that qualify the product for placement on a shelf.

She added, "For airlines, the new airline storefront supports differentiation and more merchandising opportunities in the indirect channel, with flight search results

displaying several product offerings for an individual flight."

Sabre has partnered with multiple agencies such as Fareportal, the travel technology company powering CheapOair.com and OneTravel.com; and Espressamente Viaggi, part of TravelMatic, a travel technology company in Italy, to test the new storefront capabilities.

Initial pilot results demonstrate the ability of the new airline storefront to deliver a broader set of upsell opportunities with more transparency into each fare.