

## Sabre migrates Biman to SabreSonic Passenger Service System

A Monitor Report

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Dhaka : Sabre Corporation, a leading travel technology provider, on February 28 revealed it has successfully migrated Biman Bangladesh Airlines to the SabreSonic Passenger Service System to power the flag carrier's ambitious expansion strategy in 2022 and beyond.

The airline has adopted Sabre Sonic to power growth and streamline the traveller experience as well as renewing its global distribution agreement with Sabre, and selecting an additional set of complementary Sabre technology solutions.

This timely implementation will help Biman to automate and streamline sales and reservations to maximise revenue opportunities, minimise costs, enhance inventory revenue optimisation, extend reach through partnerships, and improve the efficiency and effectiveness of its offers and operations.

On the occasion, Dr Abu Saleh Mostafa Kamal, Managing Director and CEO, Biman Bangladesh Airlines, said, "We're thrilled with the way Sabre has worked with us to support our rapidly evolving needs during the pandemic. The swift implementation of Sabre's innovative solutions means we are now ready to respond to new market demands while creating improved offers and better experiences for our travellers."