

Cathay selects Sabre's fares solutions for future recovery

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Dhaka: Sabre Corporation, a leading software and technology provider that powers the global travel industry, on February 21 announced a new agreement with Cathay Pacific Airways, to enable the carrier to achieve strategic pricing and intelligent offer creation in today's complex and dynamic travel marketplace.

Sabre's AirVision Fares Manager and Fares Optimiser bring together integrated end-to-end automation and intelligence to fares management by incorporating publicly available competitor fare benchmarking and automating fare rule adjustments, empowering analysts to make astute pricing decisions in an effort to drive incremental revenue opportunities.

Fares Manager helps airlines by proactively detecting and automatically suggesting responses to competitive price changes by optimizing and publishing fares and rules with minimal latency. Meanwhile, Fares Optimizer empowers airlines to utilize booking and shopping data to understand purchase behaviour and optimize fares based on demand, price sensitivity and competition.

"It's essential to be able to mine real time market data to respond dynamically to market conditions while taking into account customer segmentation, demand, willingness to pay

and competition," said Navin Chellaram, General Manager, Revenue Management, Cathay Pacific.

"As the industry looks to recovery, we want to ensure we move forward with the right technology partner to modernise our fares management model, enhance our business processes and offer our customers the right fares every time."

Moving to Sabre's agile pricing solutions will enable Cathay Pacific Airways, Hong Kong's home carrier which is a founding member of the oneworld® global alliance to transition to a robust, cloud-based fares solution.

"At Sabre, we are resolutely focused on technological transformation," said Rakesh Narayanan, Vice President, Regional General Manager, Asia Pacific, Travel Solutions Airline Sales.

"So we're thrilled to be able to support Cathay as they embark on their technological advancement journey. There are many factors that need to come into play to accelerate recovery in the industry and, for all airlines, it's essential they have the right technological tools in their armoury to enable them to offer the most attractive, competitive fares amid dynamic market conditions."

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