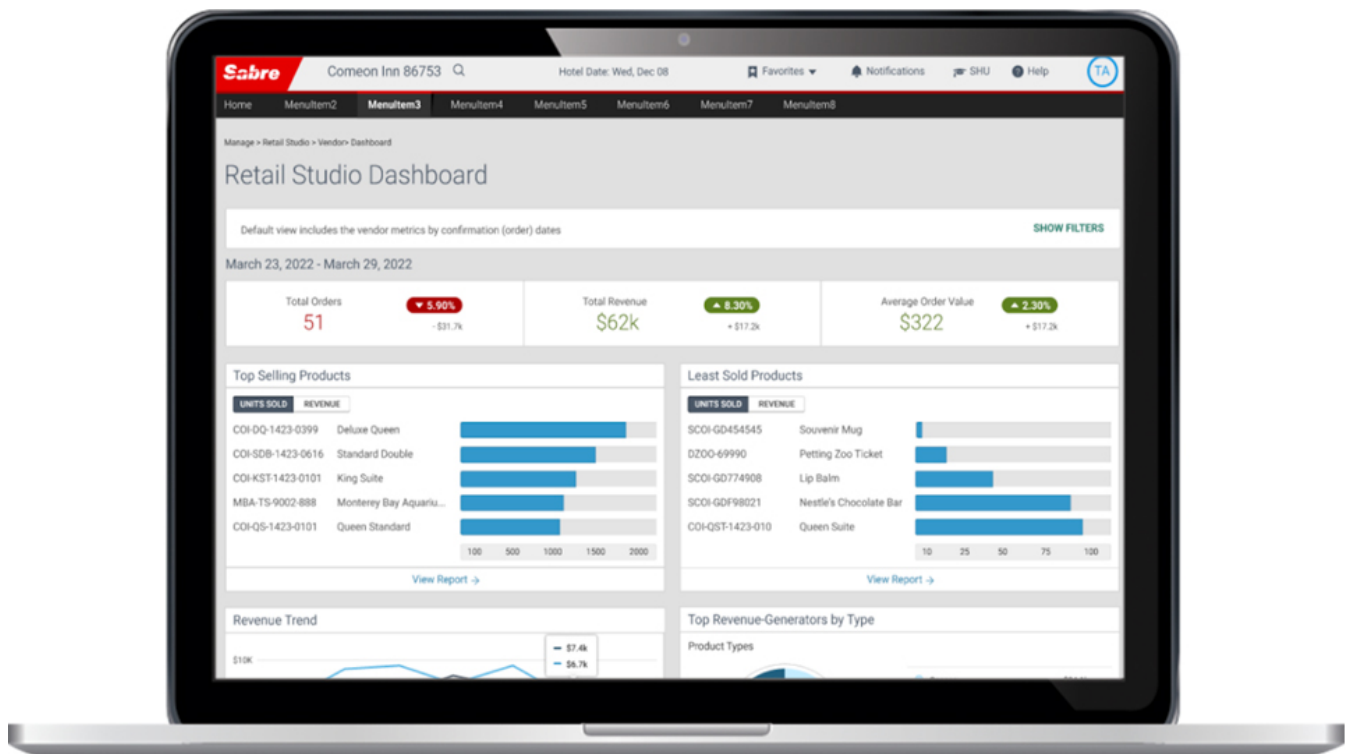


Sabre brings future retailing to hotels with SynXis Retail Studio

- A Monitor Desk Report

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Dhaka: Sabre Corporation, one of the leading software and technology provider that powers the global travel industry, has completed the initial phase of its rollout of SynXis Retail Studio, which was created to transform the future of hotel retailing and deliver the personalised travel experience that guests have come to expect.

Cordis Hotel and Resorts in Hong Kong has been a pilot customer for SynXis Retail Studio since 2019. Despite the challenges brought about by the pandemic, since the introduction of SynXis Retail Studio, Cordis has seen a 53 per cent increase in experiences, a 46 per cent increase in merchandise, and a 35 per cent increase in services sold per room night, as compared to the same period in 2019.

The ability to diversify and move beyond the ordinary attribute-based selling is key for hoteliers in today's environment. SynXis Retail Studio, which is the latest solution to be added to the SynXis platform, enables hoteliers to

diversify to retail goods, services, experiences, merchandise, policies and more by attribute at the point of distribution. This ability to retail virtually anything results in more opportunities to create additional revenue streams outside the room.

"SynXis Retail Studio is a game-changer," shared Scott Wilson, President, Sabre Hospitality. "With the development of this revolutionary technology, we seek to re-define the way hoteliers do business and place a greater focus on guest experience. At Sabre, we have been intensively focused on powering a wide array of integrated, efficient, and easy-to-use solutions that help unlock exceptional value and revenue for hoteliers. The results that we have seen through the pilot phase of SynXis Retail Studio show our success in achieving this and mark an important step towards our vision of truly personalised travel."

SynXis Retail Studio allows hoteliers to offer a personalised guest experience through expanded customer choice. Hoteliers can focus on driving incremental revenue by increasing retailing options, while creating a memorable guest experience unique to their brand.

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