

SalamAir enhances global distribution strategy through partnership with Sabre

- A Monitor Desk Report

Date: 30 June, 2025



Dhaka: Sabre Corporation, a global travel technology company, announced a new agreement with SalamAir, Oman's leading low-cost carrier. This collaboration will utilize Sabre's marketplace to enhance SalamAir's global visibility, expand its market reach, and drive revenue growth.

Through this agreement, SalamAir's flights and services will be made available to travel agencies worldwide via Sabre's extensive global distribution network.

This strategic move enables SalamAir to connect with new customer segments, increase bookings, and further solidify its position in the regional aviation market.

For Sabre, the partnership underscores its commitment to empowering

airlines in the Middle East and beyond with cutting-edge travel solutions.

Sabre's strong presence in the Middle East, combined with its global distribution capabilities, positions it as a trusted partner for airlines looking to expand their operations.

Recently, SalamAir renewed its long-term agreement with Sabre for the Radixx Reservation System, further reinforcing Sabre's credibility and reliability as a technology partner.

SalamAir has been a Radixx customer since 2017, using the reservation system to streamline passenger booking and operational efficiency.

This partnership reflects SalamAir's rapid growth within the region and its commitment to scaling operations to meet increasing demand.

By utilizing Sabre's technology, SalamAir is well-positioned to achieve its vision of becoming a leading low-cost carrier while enhancing customer experiences and driving profitability, said a release.

- T