

## Sabre partners with InterparkTriple to boost tourism in South Korea

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- A Monitor Report

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Seoul : Sabre partners with InterparkTriple to enhance global reach using Sabre's GDS, aiming to attract 50 million tourists to South Korea by 2028.

Following the recently announced partnership agreement between InterparkTriple and Sabre to collaborate on AI-driven technologies, the ambitious travel technology platform will now also use Sabre's global distribution system (GDS) to significantly enhance its geographic reach, using Sabre's advanced APIs and extensive travel partner network to offer leading airline, hotel and other travel content, including NDC offers.

InterparkTriple is aiming to help South Korea attract 50 million inbound tourists annually by 2028, including by appealing to so-called 'set-jettlers'; visitors who are inspired to travel after seeing a destination on

TV shows or movies. The new deal means InterparkTriple will have more content options at its fingertips to create the right itineraries for their travellers.

The company plans to continue to develop and expand K-package tours, capitalising on a growing global interest in Korean culture.