



News Release

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Sabre Travel Network launches Hotel UpSell in Continental Europe

Sabre Travel Network, the world's largest and most rewarding marketplace for buying and selling travel, has extended the European reach of Hotel UpSell, the product that enables hoteliers automatically to offer upgrades when travel agents book hotel rooms in the Sabre global distribution system (GDS). Previously only available to Sabre Connected agents in the US and UK, Hotel UpSell can now be used in France, Germany, Italy, Sweden, Norway, Denmark, Finland, Switzerland, Austria, Greece and The Netherlands. Travel agents in these countries can now offer their customers higher value products during the hotel booking process, thereby increasing commission payments.

Hotel UpSell upgrades cover many products. Room upgrades enable an agent to offer accommodation in a deluxe room or suite, while amenity upgrades offer add-ons like complementary breakfast, parking or spa treatments.

Hotel UpSell is easy to use. As an agent completes a hotel booking in Sabre, an upgrade message appears on the booking screen, prompting the agent to either accept or decline the upgrade.

Over 1,700 properties are available in Hotel UpSell. Participating chains include Radisson, Country Inn and Suites, Omni, Fairmont, Copthorne, Best Western, Regent International, Park Plaza, Park Inns, WorldRes and Utell by Pegasus™. On average, these properties are benefiting from an additional \$46 on transactions that have been upsold by travel agents using the Hotel UpSell functionality.

Dean Bibb, Sabre Travel Network's vice-president of supplier relations and joint ventures EMEA, said: "We designed Hotel UpSell to benefit both our hotel suppliers and our travel agency customers. Hotel suppliers benefit from increased revenue through the sale of additional products and services while travel agents have the ability to offer their customers a better service and earn incremental commissions."

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Hotel UpSell is another example of the end-to-end solutions that both corporate and leisure travel agents can use to help increase both revenue opportunities and enhance customer service. In addition, it accesses the largest travel agency base of customers to help hotels sell more services.

About Sabre Travel Network

Sabre Travel Network, a Sabre Holdings company, provides the most comprehensive end-to-end solutions for corporate and leisure travel. The Sabre GDS is the foundation for these solutions, providing a ready-built efficient marketplace that connects travel suppliers, including hundreds of airlines and thousands of hotels, with more than 50,000 travel agency locations.

Key brands of Sabre Travel Network include the GetThere online corporate travel booking tool and the TRAMS mid- and back-office solution and marketing service for travel agencies.

Sabre Travel Network works closely with sister company **Sabre Airline Solutions**, the world's largest provider of products to help airlines market themselves, sell their products, serve their customers and operate more effectively, from planning to execution. The combined portfolio of marketing, sales, distribution, operational and decision-support technology is unique, and of huge value to airlines all over the world.

Sabre Holdings (NYSE: TSG) connects people with the world's greatest travel possibilities.

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