



## News Release

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### **French leisure travel agency Alpillles Voyages switches to Sabre**

French leisure travel agency Alpillles Voyages, based in Marseille, has converted to the Sabre GDS. The conversion from Amadeus was made on the recommendation of the agency's staff, who are now using the Internet-based MySabre booking product.

The Alpillles Voyages network comprises 10 travel agencies located in the south of France. It plans to open a further three offices in 2006.

"We are a forward-looking business, growing at a time when those of us in the travel industry face unprecedented challenges," said Alpillles Voyages managing director Philippe Beissier. "We wanted to partner with a technology and content provider with a good strategy for future growth, and who we felt would support the agency community in these interesting times. Sabre was our choice."

"Our partnership with Alpillles Voyages is based on our common desire for long-term growth," said Claire Gagnaire, Sabre Travel Network's country manager for France and the Benelux region. "Our parent company, Sabre Holdings, will continue to use its strong ownership presence in every channel of travel marketing, sales and distribution to negotiate with suppliers for the best rates and bookable content for our travel agency customers. This strength will ensure that we remain the most efficient global marketplace for the buying and selling of travel."

Alpillles Voyages' staff chose the Sabre GDS unanimously.

"Sabre is a highly-competitive GDS in France and it has a great reputation, but I particularly wanted to see why our staff were so keen to switch," Beissier said. "They really liked the ease of use and the flexibility of the system. They also really appreciated the involvement of Sabre Travel Network commercial and technical staff in helping to make the migration project a success."

"The whole conversion process wasn't nearly as difficult as I thought it might be."

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The migration to Sabre went exactly as planned. All Alpillles Voyages branches were up and running on Sabre in just five months. The expertise of the agency's staff, combined with their Sabre training, enabled each branch to become operational very quickly after conversion, with no significant business disruption.

"Sabre Travel Network has been a daily partner for us, from the initial requirements evaluation right the way through to full conversion," Beissier said. "Sabre's professionalism enabled us to be operational in the required time, and helped us tackle the project calmly."

MySabre is an Internet-based tool for travel agents that combines traditional products bookable in the Sabre system, such as airlines, car hire, hotels, cruise and rail, with content from the Internet and third-party suppliers.

It also simplifies the booking process by combining traditional Sabre system screens and codes with drop-down menus, graphical icons and the ability to use a mouse to enter data. Agents can simply 'point and click' at booking information, or drop down items, reducing the number of keystrokes needed to complete a booking. Hotel and car bookings, for example, are twice as quick as with conventional products

MySabre features patented 'intelligent' technology. It notices activities the agent is performing in the Sabre system and responds by delivering relevant content at the right time to aid sales and speed up bookings. For example, an agent booking a flight from Nice to Stockholm will automatically be advised of promotional offers at hotels in Stockholm, as well as destination information, weather and currency conversions.

### **About Sabre Travel Network**

Sabre Travel Network, a Sabre Holdings company, provides access to the world's leading global distribution system (GDS). The Sabre GDS is a ready-built efficient marketplace that connects suppliers, including hundreds of airlines and thousands of hotels, with more than 50,000 travel agency locations. Suppliers get access through one single connection; travel agents get real time access to thousands of travel products from multiple suppliers through one source integrated into their businesses; consumers get access to a global supermarket of the world's greatest travel possibilities.

Key brands of Sabre Travel Network include GetThere, the leading Web-based corporate travel reservation technology, and Jurni Network, the unique leisure travel agency consortium in the United States that enables members to sell more products from preferred travel suppliers using sophisticated market intelligence.

Sabre Holdings (NYSE: TSG) connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.

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