



## News Release

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### **Sabre launches new hotel loyalty programme**

Sabre Travel Network announced today the creation of HotelRewards, a new loyalty programme for Sabre Connected travel agencies. From 1 September travel agents using the Sabre GDS to book hotel accommodation will earn points that can be put towards a wide range of gifts, including ipods and digital cameras, or vouchers that can be redeemed in over 19,000 high street stores throughout the UK.

All gifts are awarded to the branch as a whole, to be allocated as each team decides. To qualify, travel agents simply register their branches on Sabre Travel Network's eServices website. Points are then awarded each time an employee at the branch books one of the 70,000 hotels available through Sabre. When the agency has accumulated enough points a redemption button appears on its statement page. During September all bookings made with Millennium Hotels and Resorts and Copthorne Hotels will receive double points.

This is part of an ongoing drive by Sabre Travel Network to boost the number of hotel bookings made through the GDS. Last year the company saw a 22 percent year-on-year increase in UK hotel bookings, and a 21 percent increase across the whole of Europe. And it recently signed deals with intermediaries Conferma and Otedis, providing an expanded range of bookable hotel products in the GDS.

Reet Wiseman, Sabre Travel Network's vice-president for the UK and Ireland, said: "We designed HotelRewards to recognise the contribution made by the whole agency team, not just individuals. Team work is essential in an agency environment and we are delighted not only to reward it, but to reward it well."

HotelRewards is a component of the new MyRewards suite of loyalty programs for Sabre Connected agencies, which offers agencies in the UK the chance to exchange points awarded for car rental and hotel bookings.

#### **About Sabre Travel Network**

Sabre Travel Network, a Sabre Holdings company, provides access to the world's leading global distribution system (GDS) enabling agents at more than 53,000 agency locations worldwide to be travel experts. The Sabre GDS, the first system to connect the buyers and sellers of travel, today includes more than 400 airlines, approximately 60,000 hotels, 37 car rental companies, nine cruise lines, 35 railroads and 220 tour operators. 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 that enables members to sell more products from preferred travel suppliers using sophisticated market intelligence.

Sabre Holdings Corporation (NYSE: TSG) is a world leader in travel commerce, 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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