



## News Release

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### **Sabre Travel Network redefines European leisure focus**

*David Brown to leave the company*

Sabre Travel Network has shifted responsibility for its European leisure travel initiative from its pan-European sales and marketing business in London to its national businesses across Europe. The move will give Sabre Travel Network's local offices greater control of the project, designed to provide travel agents across Europe with a wider range of bookable leisure travel products.

Since the initiative was launched 14 months ago Sabre Travel Network's leisure travel group has used the company's strong position in the German leisure travel arena to build a comprehensive leisure strategy in other European countries. It has been examining 'non-traditional' sources of revenue including rail, houses, villas and cars, as well as merchandising models.

The group has signed agreements with hotel consolidators Conferma and Otedis, bringing the number of hotels bookable in the Sabre GDS to over 70,000. These range from 5-star to boutique establishments and specialist accommodation such as castles, ski properties and 'gastro' bed and breakfasts. The company has also launched new no-frills airline content with helvetic, smartwings and niki, real-time access to Europcar's rates and availability information, and Sabre CruiseDirector in Europe, connecting to the reservation systems of nine cruise lines.

In the UK Sabre Travel Network has given travel agents a direct connection to Vertical Group's Magic Desktop, containing a wide range of bookable tour and leisure products.

"We feel there is huge opportunity to give our national businesses direct responsibility for developing the leisure content they need for their own markets," said Richard Adams, Sabre Travel Network's senior vice president for EMEA (Europe, the Middle East and Africa). "This way they get what they need – not what is imposed on them from London."

Adams said much of the new leisure focus was a result of the recent acquisition of lastminute.com by parent company Sabre Holdings.

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**Sabre Travel Network redefines European leisure focus**  
**27 September 2005**  
**Page 2**

“The acquisition moved this entire initiative up several gears – so much more is possible now than we even dreamed of a year ago,” he said. “The recent focus of the leisure team has been to evaluate the lastminute.com assets and identify assets which could be used for the benefit of our travel agency customers.”

Sabre Travel Network’s national businesses will be consulting with travel agency customers over the next few months to prioritise development potential.

In a quite separate development, Sabre’s vice president of European leisure travel, David Brown, is to leave the company.

“We owe David a debt of gratitude for everything he has done to help build our leisure offering since we launched the initiative a year ago,” Adams said.

"David is a leading light in the industry and I'm sure he will remain so. He played a pivotal role in building Sabre Travel Network's presence in the UK. It was under his stewardship that the company grew to become the main challenger to Galileo here, and he will be sorely missed. We are hugely grateful to him for his leadership."

**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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