

THE EFFICIENT MARKETPLACE

How Sabre Travel Network's Breadth Creates Efficiency

Traditionally, to be successful, all networks must allow suppliers to reach and interact with a broader set of value added resellers than the suppliers could on their own, to extract higher yields than what they could on their own, and to effectively manage price, placement, inventory and spoilage.

In today's marketplaces, distributors need to accomplish all of this in a dynamic, intelligent and cost-effective manner. The Sabre Global Distribution System (GDS) continues to lead the travel industry in revolutionizing the marketing and distribution capabilities of suppliers (revenue and yield optimization) while providing both suppliers and travel retailers with unmatched breadth.

Some key statistics:

- The Sabre GDS offers 250,000 points of sale, 50,000 travel agency locations, 113 countries, millions of consumers.
- The average airfare booked through the Sabre system in 2005 was \$496 a ticket.
- In 2005, more air travel was booked through the Sabre GDS than any other GDS and by wide margins in North America (greater than 40% bookings share), Latin America and Asia Pacific.
- Sabre accounted for approximately 141 million airline tickets sold in 2005. That equates to more than 275 million direct air bookings in 2005.
- In 2005, Sabre accounted for more than 72 million airline tickets sold by travel agencies located outside of the U.S.
- In 2005, airlines sold more than \$68 billion worth of air travel through the Sabre GDS.