

DIFFERENTIATE YOURSELF WHEN THE BUYER IS SHOPPING

SABRE PROMOSPOTS

Sabre® *PromoSpots* is a targeted marketing tool that enables you to get your message in front of buyers at the point of decision. When *Sabre Connected*SM agents are shopping and booking travel, *PromoSpots* relevant to their search will be delivered to their screen.

- Deliver messages relevant to agents' searches and influence bookings.
- Increase sales and gain market share by presenting offers to shift business from competition.
- Display time-sensitive offers by targeting travel date searches.
- Present unique messages at each point in the buying cycle.
- Incorporate Dynamic Rate Update to display your hotel's lowest available published rate (hotels only).
- Measure your results with monthly and post-campaign reports that show bookings, revenue, Average Daily Rates (ADRs) and market share against your competition.

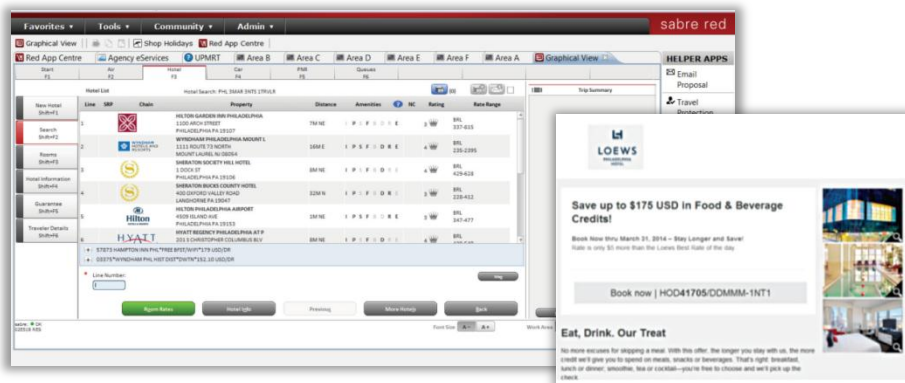
REACH THE RIGHT BUYERS

Precise targeting by:

- Travel agent's location
- Destination or origination city
- Agency codes (PCC or IATA)
- Number in party
- Dates of travel
- Dates until travel

With 90 percent of cruises booked by travel agents you can tap into the \$1 billion in cruises booked every year:

- Market pre- and post- cruise hotel, flights and tours
- Feature targeted offers for port destinations
- Increase brand awareness among travel agents booking cruises in your market



Hotel PromoSpot on Sabre Red Workspace.
PromoSpots can be customized for all travel providers.

INTERESTED IN LEARNING MORE?

Contact your account or media manager or email mediaBDM@sabre.com to generate revenue with a custom media program.