

A group of people, including a man in a plaid shirt, a woman in a dark blue shirt, and a man in a striped shirt, are smiling and laughing in a meeting. The background is a blurred office setting.

**Sabre**  
Google

# Sabre Travel AI™

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Senior Regional Director for Northern Europe – UK&I,  
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# Travel technology is evolving

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# Tech transformation is crucial to success

The strategic adoption and integration of modern technologies is crucial to better serve customers and stay competitive in the digital travel landscape.

**69%** Tech transformation is “very important” to success

**\$28Bn** Impact of AI in the travel industry

**74%** Businesses reworking strategies for AI success

**60%** Increased digital maturity between leaders and non-adopters

# Technological innovations and AI are improving travellers' journeys



## 1. Inspiration

Dynamic, AI-generated itineraries with personalized search results.

## 2. Planning

Intuitive multi-source comparison shopping with predictive suggestions.

## 3. Booking

Frictionless payment & booking process with tailored offers and bundles.



## 6. Post-travel

Optimized loyalty recognition with AI-summarized trip reports and reviews.

## 5. Travel

Smart disruption re-accommodation and seamless integration with travel providers and partners.

## 4. Pre-travel

Intelligent AI support assistants and self-service trip management.

# Market dynamics influence technology strategies

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**Growing technical complexity**  
and constrained AI/ML  
opportunities



**Increasing traveler demand**  
for seamless, personalized,  
valued experiences



**Competitive travel ecosystem**  
and dynamic technology  
landscape



**High operating costs** for data  
analysis, business intelligence,  
and traveler servicing

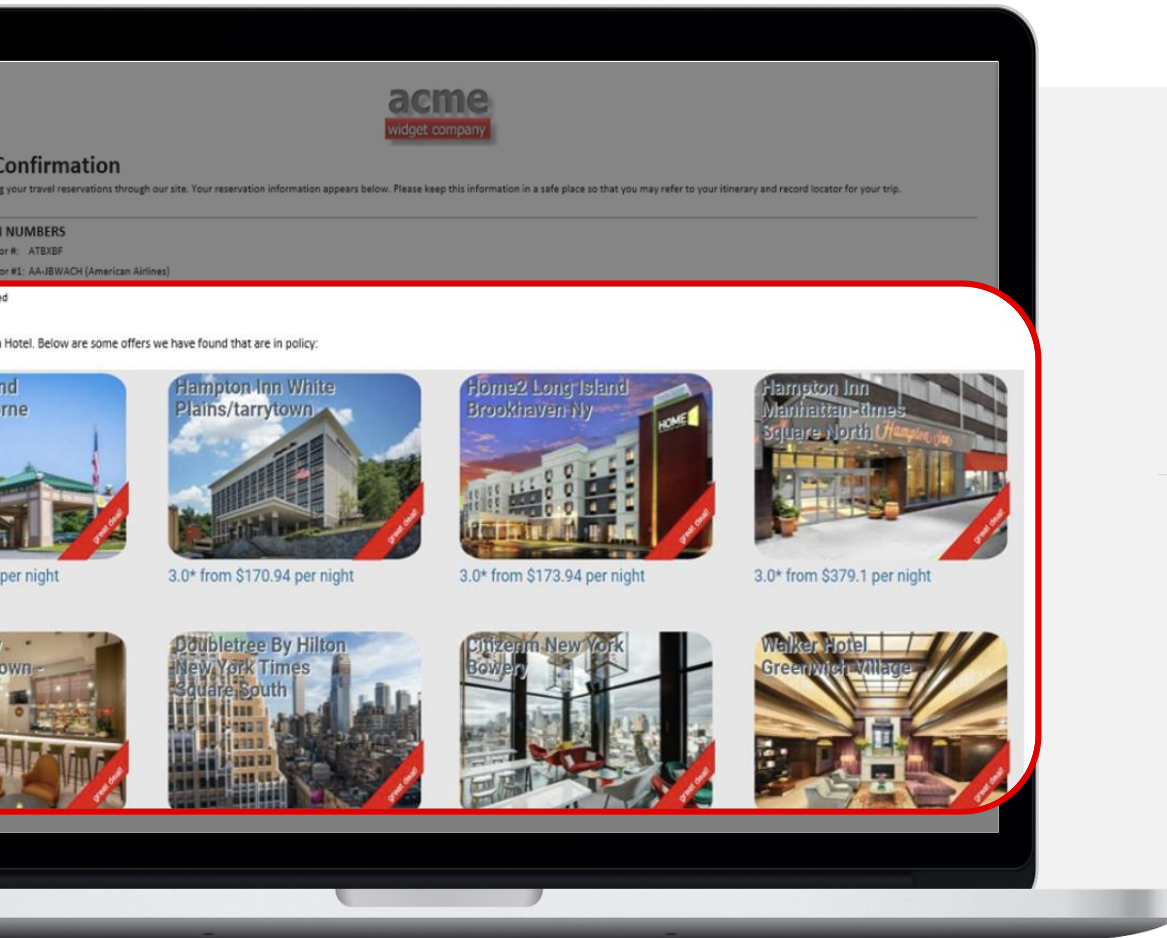
A man and a woman are looking at a smartphone together, smiling. The man is on the left, wearing a blue shirt, and the woman is on the right, wearing a white top. They are both looking at the phone held by the man. The background is a light, neutral color.

**New Sabre innovations  
available today**

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# Increase profitability and productivity with Lodging AI

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## Increase attachment rate with cross-sell

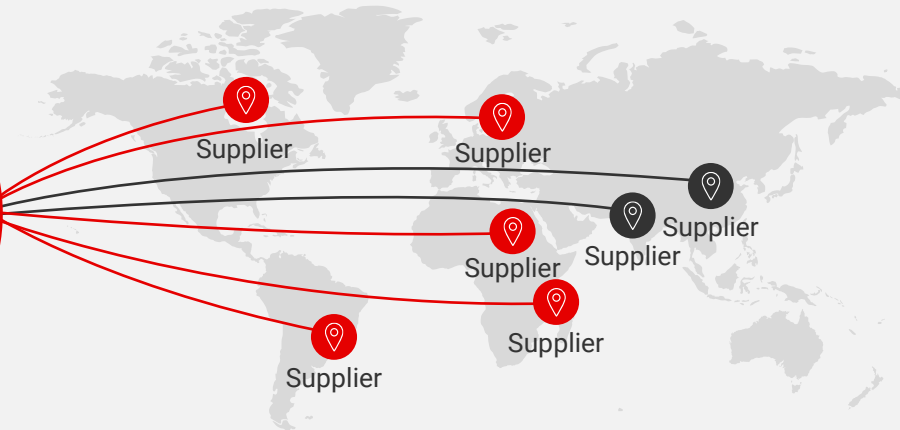
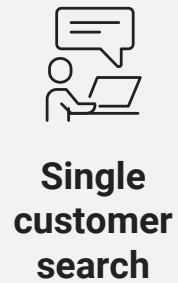
Offer catered selection of lodging to attach to air bookings



## Increase productivity with alternate properties

Offer alternate lodging if a property is full or search criteria isn't met

# Increase conversions and find lower fares with Shopping AI



Market-responsive shopping results



Minimize costs by optimizing look-to-book ratio



Personalized pricing for higher conversion

**Low fare efficacy improvement of £27 on one third of customer traffic**  
– Sabre Consulting Study



A photograph of three women in an office environment. They are gathered around a desk with a large computer monitor. The woman on the left is wearing a patterned scarf and glasses, smiling. The woman in the middle is wearing a red headscarf and glasses, also smiling. The woman on the right is wearing a light-colored headscarf and is looking at the monitor. The background shows office furniture and large windows. The text 'Sabre Travel AI™ capabilities in development' is overlaid on the left side of the image.

# Sabre Travel AI™ capabilities in development

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# | Sabre Travel AI™ capabilities in development



**Exclusive Content Accessible Only During the Live Session**

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