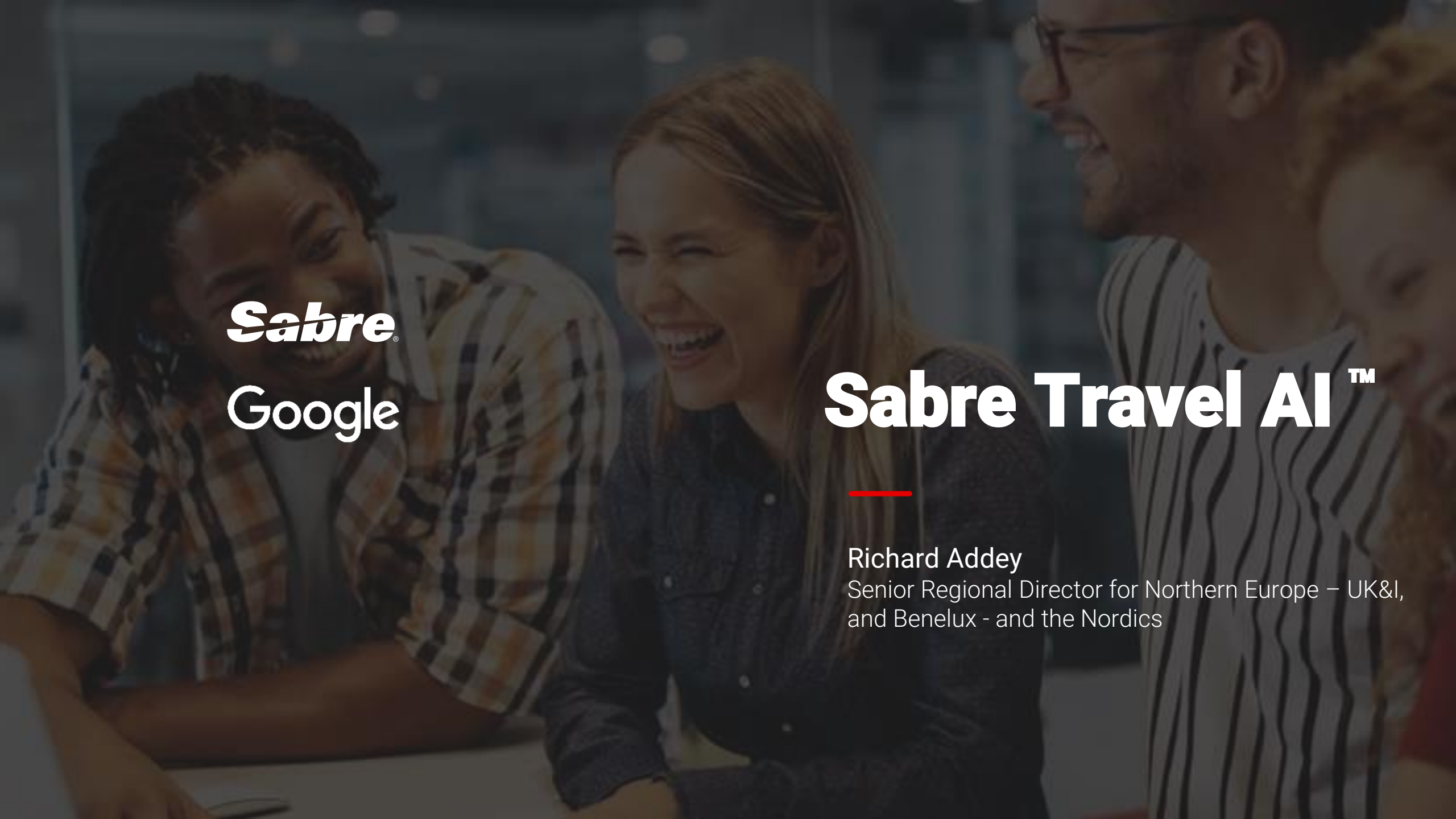

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Sabre Travel AI™

Richard Addey
Senior Regional Director for Northern Europe – UK&I, and Benelux - and the Nordics

Travel technology is evolving

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

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Sources: Skift x AWS, Skift Research, Accenture, McKinsey, BCG

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.

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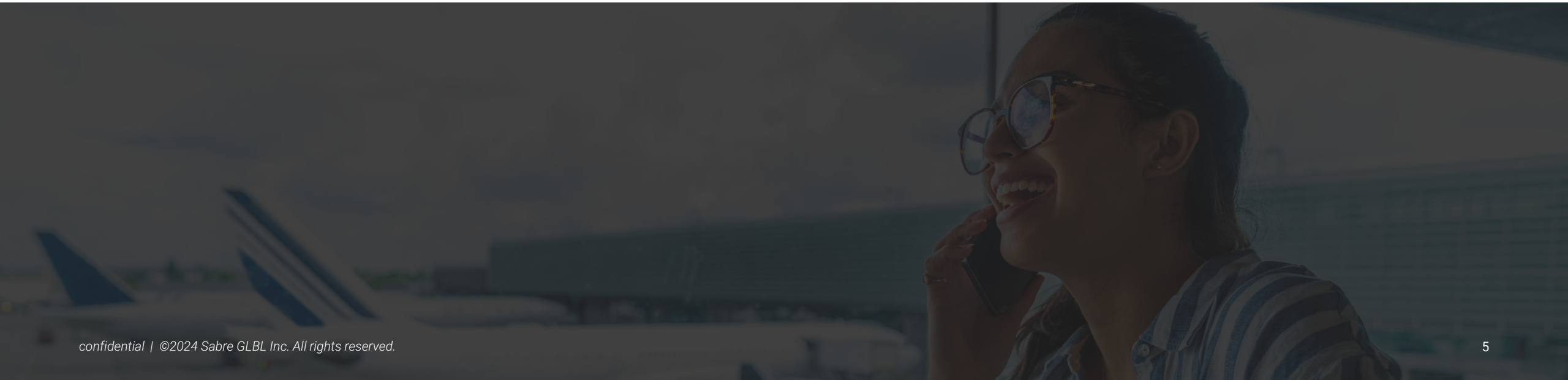
Market dynamics influence technology strategies

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



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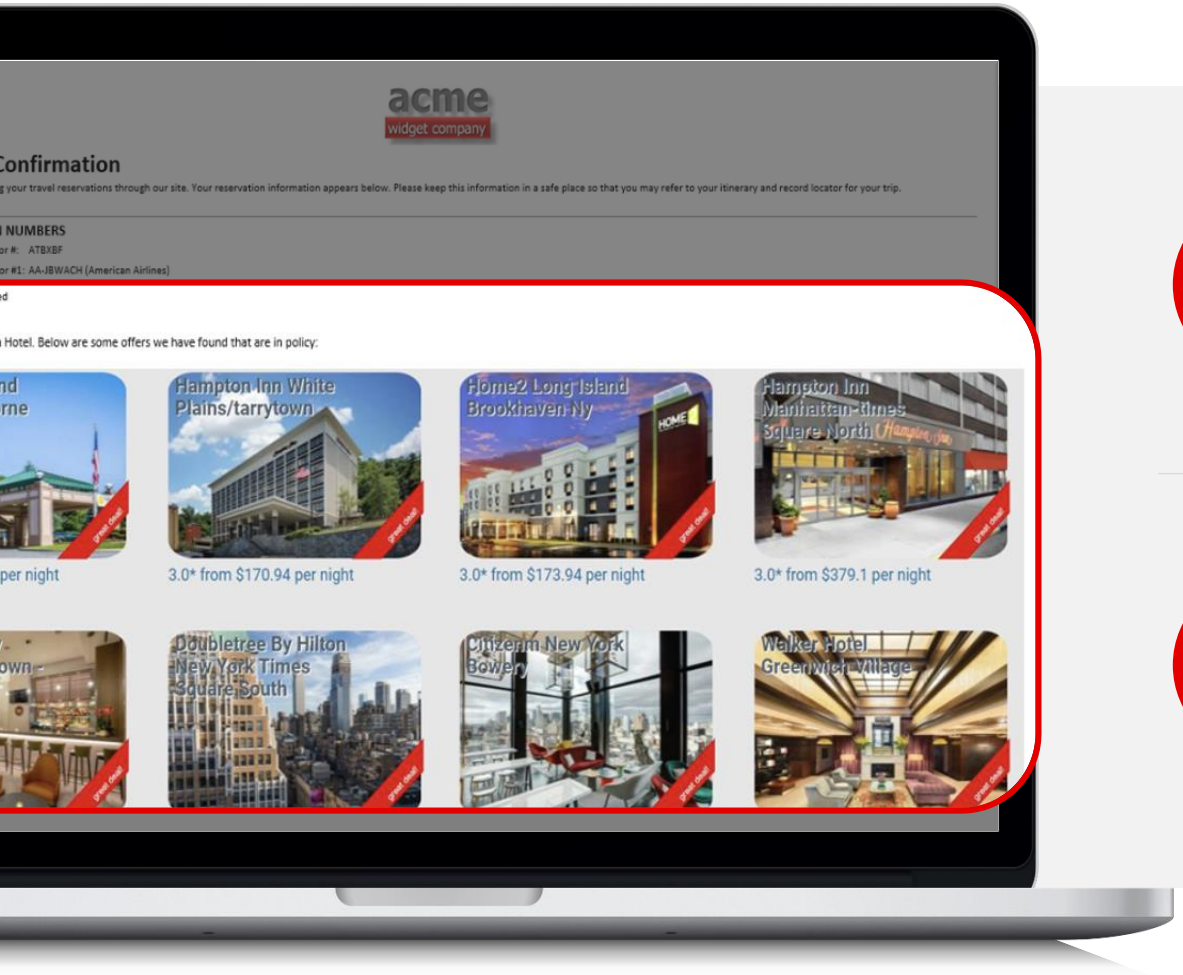
New Sabre innovations available today

Increase profitability and productivity with Lodging AI



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

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Increase conversions and find lower fares with Shopping AI

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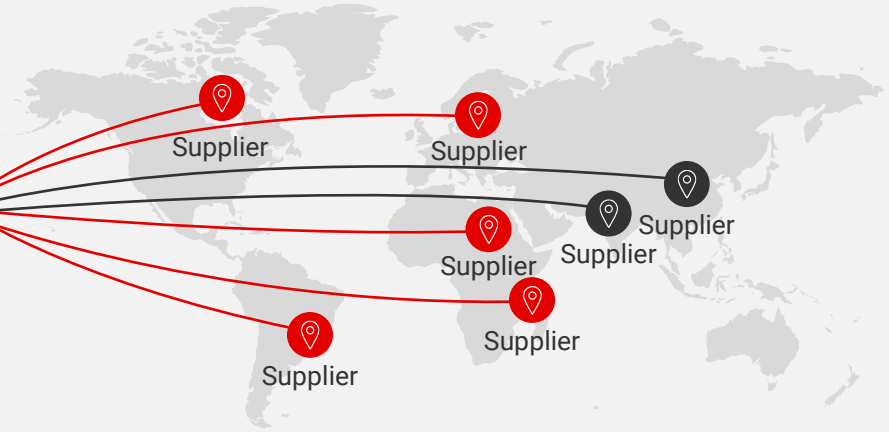
Single customer search

Sabre data
Customer data
Industry data



- 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

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Sabre Travel AI™ capabilities in development

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