SABRE INKS DEAL WITH AZUL BRAZILIAN AIRLINES

News / Airlines

Sabre Corporation has signed an agreement with Azul Linhas Aereas Brasileiras to distribute Azul's fares via the Sabre GDS.

Under the long-term agreement, Azul will leverage industry-leading air commerce capabilities developed by Sabre and real-time connectivity to 425,000 agents using the Sabre travel marketplace globally, including Brazil, the USA and 142 other countries. Sabre-connected agents are now able to efficiently purchase Azul's fares to the more than 100 cities across Brazil that are served by the airline.

Azul will also see increased retailing opportunities, with their products and fares being offered to high-value corporate travel buyers managing business trips with Sabre-connected agencies, travel management companies, and corporations using Sabre's corporate solutions.

"Azul is pleased to work with Sabre as we continue to improve our offering to an even wider range of corporate and leisure travelers, and to enhance our commercial operations," said Abhi Shah,

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chief revenue officer for Azul. “Travel agents are partners of our sales strategy and we will leverage Sabre’s broad access to them in the USA and other major markets to market and sell our products and services the way we want.”

“The combination of Azul’s competitive fares and extensive network to more than 100 cities across Brazil, combined with Sabre’s retailing technology and reach to travel agencies around the world, enables Azul to further improve its commercial goals,” said Jay Jones, senior vice president of Sabre in the Americas region. “We are excited to have Azul as the latest airline to sign with Sabre, and we are wholly-committed to supporting their growth across all sales channels, particularly strengthening their collaboration with travel agents.”

Among major connectivity enhancements, Azul will benefit from e-ticketing technology to deliver last-seat available inventory, schedules, instant booking confirmation and ticket changes via Sabre.

Azul Linhas Aereas is a leading airline in Brazil operating 900 daily flights to the broadest number of cities across the country, and service to Ft. Lauderdale and Orlando in USA. Azul now joins more than 400 regional and global carriers that leverage Sabre technology to market and sell airfares and ancillaries.

Sabre’s travel marketplace plays a critical role in facilitating the marketing and sale of airfares, hotel rooms, rental cars, rail tickets and other types of travel, to more than 425,000 travel agents and thousands of corporations who use it to shop, book and manage travel. It is one of the world’s largest marketplaces, processing over $110 billion in estimated annual travel spend.

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