

Information overload: Sabre's global travel agency survey finds content fragmentation is driving up agency costs and undermining customer experience

SabreMosaic™ Travel Marketplace unites the world's travel content in one platform to simplify operations and streamline travel selling

SOUTHLAKE, Texas – July 21, 2025 – Travel agencies are facing growing pressure from fragmented content systems that are increasing operational costs and making it harder to deliver a consistent customer experience. A [new global study](#)¹ commissioned by Sabre (NASDAQ: SABR) reveals that more than 91% of agencies operate with four or more booking systems, and over half are managing seven or more – a sprawl that is directly impacting productivity, profitability, and agent satisfaction.

As a direct response to these mounting challenges, Sabre is introducing SabreMosaic™ Travel Marketplace, which brings together the industry's widest breadth of travel content in one place, with built-in AI efficiencies and flexible connectivity.

"Every industry faces fragmentation in the digital age," said Jen Catto, Chief Marketing Officer at Sabre. "In advertising, it's fragmented attention. In broadcasting, it's fragmented programming. In finance, it's fragmented data. Travel has never been simple, but in today's multi-sourced content environment, fragmentation is creating new levels of complexity – and it's starting to take a real toll. Agencies told us clearly: they want simplicity. They want unified access. And they want technology that helps them serve travelers, not slow them down."

Highlights from the survey include:

- 75% of agencies say the number of content connections has grown over the past three years
- 80%+ believe unified access through a single platform would reduce technology costs
- Nearly 90% manage four or more API integrations, with over half citing the tech burden as a challenge

At the same time, artificial intelligence (AI) is seen as a powerful remedy, with 91% of agencies believing it can enhance both productivity and the customer experience. Yet, 41% remain concerned about AI's long-term implications for the workforce, reinforcing the need for smart, responsible implementation.

A modern, AI-enabled marketplace that unites the whole world of travel

With the evolution of its distribution offering, Sabre has excelled beyond the traditional GDS to deliver a modern, cloud-native, and content-agnostic marketplace that supports Offer- and Order-based workflows, giving agencies the tools they need to thrive in a fragmented content landscape.

"Travel agencies shouldn't have to stitch together a dozen systems just to do their job," said Garry Wiseman, Chief Product and Technology Officer at Sabre. "SabreMosaic Travel Marketplace cuts through that complexity with a single, intelligent platform. It's not just about more content—it's about AI-powered tools that deliver the right content, smarter recommendations, and a streamlined way to sell. The GDS is just one of many tiles in our multi-source content mosaic. We are taking the guesswork out of how to incorporate AI into agency systems. Where others talk about transformation, we're delivering it to better service our customers, so they can better service theirs."

¹Survey details: global agency survey conducted by Qualtrics in April-May 2025 (499 respondents), supplemented by insights from additional agency customer interviews

Core benefits of the SabreMosaic™ Travel Marketplace:

- *Access everything. Offer anything.* Provides the industry's broadest content portfolio – currently leading with 38 NDC airlines, 150+ low-cost carriers, 2 million+ lodging options, and 70+ car and rail providers – through a single connection that reduces system complexity and operational overhead.
- *Find travelers what they really want.* AI enabled to surface relevant content faster, automate key booking and servicing workflows, and help agencies convert more efficiently across air, hotel, car, and rail.
- *Flexibility that flies.* Delivers enterprise-grade reliability through a cloud-native architecture, with modular integration and auto-scaling to support high-volume transactions and continuous availability.

With SabreMosaic Travel Marketplace, Sabre is redefining how travel agencies access, manage, and sell content in an increasingly complex environment. By unifying content, applying AI where it matters, and enabling flexible, future-ready workflows, Sabre is helping agencies shift from managing fragmentation to driving growth

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About Sabre Corporation

Sabre Corporation is a leading technology company that takes on the biggest opportunities and solves the most complex challenges in travel. Sabre harnesses speed, scale and insights to build tomorrow's technology today – empowering airlines, hoteliers, agencies and other partners to retail, distribute and fulfill travel worldwide. Headquartered in Southlake, Texas, USA, with employees across the world, Sabre serves customers in more than 160 countries globally. For more information visit www.sabre.com

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