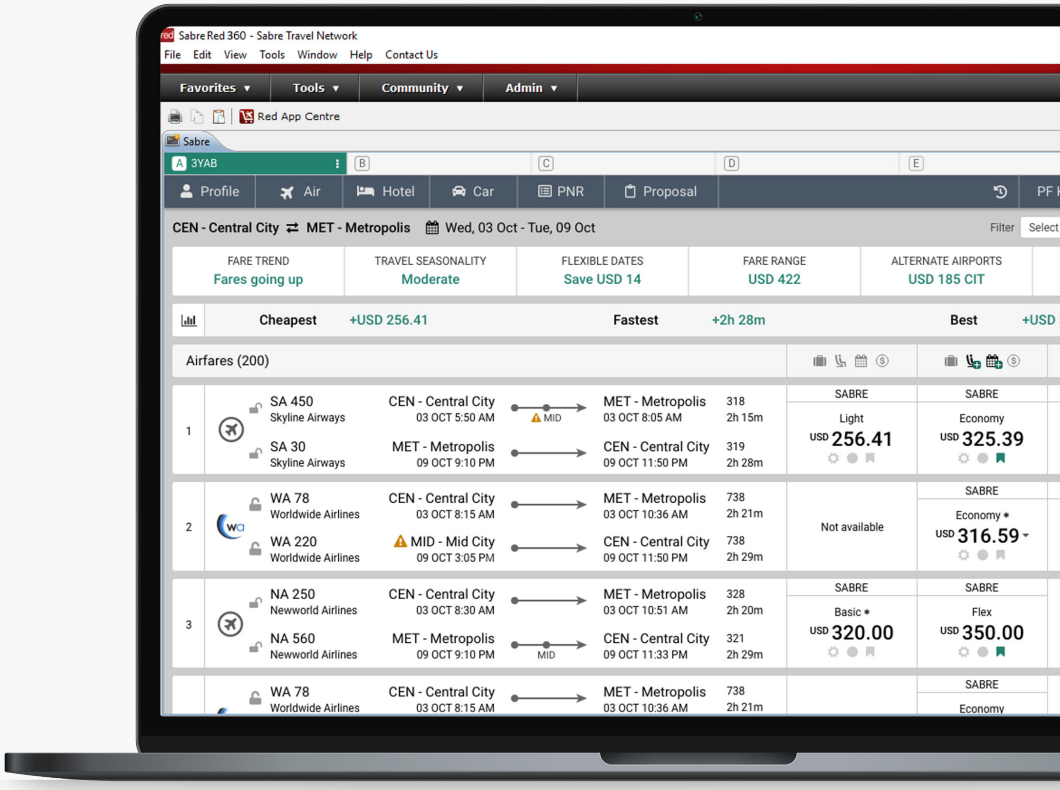
New Airline Storefront

Comparison shopping made easy

As air shopping becomes more complex, airlines are challenged to differentiate their offers in the indirect channel. At the same time, travel buyers and sellers need a solution that enables personalized retailing and like-for-like comparison across all offers.

- **Modernize the retailing experience** to shop based on total offer value, not just the lowest fare
- **Easily compare offer attributes** across different content sources
- **Increase booking conversion** and upsell to higher brands through more relevant offers



New airline storefront in Sabre Red 360

Sabre is actively partnering with ATPCO and thought-leading airlines and agencies to adhere to and innovate beyond the Next Generation Storefront™ standard.

Innovating with and beyond the standard

ATPCO Next Generation Storefront™

Industry initiative to enhance airline retailing capabilities through a data-driven standard

- A core set of capabilities to simplify flight shopping
- Confidence through consistent, impartial and reliable data

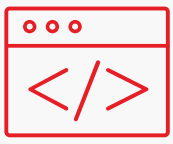
Source: ATPCO

Sabre New Airline Storefront

Leading the industry by adhering to and innovating beyond the ATPCO NGS™ standard with rich content and flexible attributes for the global travel market

- Consider a robust set of attributes for more distinctive fare categories (i.e. refundability, baggage)
- Focus on total overall offer value and encourage upsell in a way that is cabin and brand agnostic
- Monitor the market to adapt and evolve shelf definitions over time

Integrating with Sabre APIs and customer touchpoints



Bargain Finder Max

Customize air shopping results based on business needs with flexible APIs

SabreRed360

Increase agent efficiency, encourage upsell and provide relevant offers

GetThere

Give corporate travel managers greater transparency around in-policy offers

Sabre

For the latest updates and news on Sabre's new airline storefront please visit Sabre Dev Studio