



# Sabre Hospitality Solutions

NZ Hotels Conference 2010

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**Sabre** | Hospitality  
Solutions..

*powering progress*

# Introduction to Sabre Hospitality Solutions

- Sabre recognized hospitality as the fastest growing travel sector and began investing in companies to grow its portfolio
  - Acquired SynXis in 2005
  - Acquired E-site Marketing in 2007
  - Acquired BidStork in 2008
- Sabre Hospitality Solutions was formed in June 2009
  - Fills a need among Hoteliers for a reliable business partner
  - The broadest portfolio of marketing and distribution solutions in the industry
- Sabre continues to invest heavily in hospitality – growing our capabilities organically and through continued acquisition

# Sabre Hospitality Solutions Overview



**Sabre Hospitality Solutions** provides a global end-to-end solution for hoteliers, helping them increase revenues, identify savings and improve customer service.

- **Marketing Solutions**
  - Internet Marketing Solutions including Website Design and Development, Search Engine Marketing, Social Media Marketing and Mobile Solutions
  - Travel Agency Media
  - Online Merchandising
- **Distribution Solutions**
  - The SynXis Central Reservation System (CRS)
  - Sabre Hotels Global Distribution System (GDS)
  - Call center services
  - Guest Connect Website booking engine
  - Property and chain level system integration
- **Consulting Services**
  - Revenue Management
  - Online Marketing Campaign Management and Media Planning
  - Customer Relationship Management

# THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS

Provide hoteliers access to the most comprehensive set of hotel distribution and marketing services in the industry.



## Benefits of Sabre Hospitality Solutions

- Increased value proposition: the whole is greater than the sum of its parts
- Unparalleled hospitality expertise
- Seamless integration of tools and solutions
- Collaboration in all areas to help customers increase revenue, identify savings & improve customer service
- Streamlined communication between all areas

# We represent some of the most prestigious hotel brands

Scalable CRS technology handling over 10,000 properties globally



Sabre Hospitality Solutions  
**NZ GDS Performance YTD**

# Sabre GDS Performance Year over Year

## New Zealand Sabre GDS Bookings

Total Bookings	2010/Jan	2010/Feb	2010/Mar	2010/Apr
All Hotels	6,193	12,132	15,391	12,424

Total Bookings	2009/Jan	2009/Feb	2009/Mar	2009/Apr
All Hotels	5,966	10,124	12,481	10,238

<b>Growth Year on Year</b>	<b>4%</b>	<b>20%</b>	<b>23%</b>	<b>21%</b>
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# Sabre GDS Performance Year over Year

## Auckland Sabre GDS Bookings

Total Bookings	2010/Jan	2010/Feb	2010/Mar	2010/Apr
All Hotels	2,788	4,800	6,209	4,937

Total Bookings	2009/Jan	2009/Feb	2009/Mar	2009/Apr
All Hotels	2,539	4,110	4,842	3,867

<b>Growth Year on Year</b>	<b>10%</b>	<b>17%</b>	<b>28%</b>	<b>28%</b>
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# Sabre GDS Performance Year over Year

## Wellington Sabre GDS Bookings

Total Bookings	2010/Jan	2010/Feb	2010/Mar	2010/Apr
All Hotels	1,206	3,164	3,858	3,000

Total Bookings	2009/Jan	2009/Feb	2009/Mar	2009/Apr
All Hotels	1,346	2,723	3,368	2,625

<b>Growth Year on Year</b>	<b>-10%</b>	<b>16%</b>	<b>15%</b>	<b>14%</b>
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# Sabre GDS Performance Year over Year

## Christchurch Sabre GDS Bookings

Total Bookings	2010/Jan	2010/Feb	2010/Mar	2010/Apr
All Hotels	757	1,549	2,046	1,706

Total Bookings	2009/Jan	2009/Feb	2009/Mar	2009/Apr
All Hotels	714	1,352	1,610	1,428

<b>Growth Year on Year</b>	<b>6%</b>	<b>15%</b>	<b>27%</b>	<b>19%</b>
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