



A HISTORY OF REVOLUTIONARY FIRSTS.

1964

AIRLINE AUTOMATION IS BORN.

First fully-operational
computerized reservation
system.



1976

SABRE SYSTEM GOES LIVE.

Installed into a travel agency
for first time.

1984

BARGAIN FINDER LAUNCHED.

First automated low-fare
search capability system.

1995

GET THERE LAUNCHED.

First corporate
booking tool.



1996

CONSUMER BOOKING LAUNCHED.

First to create a consumer-facing online booking engine.

2009



TRIPCASE LAUNCHED.

First consumer mobile app
with corporate integration.

2007

ANCILLARIES LAUNCHED.

First GDS to allow
airlines to sell ancillary
products.

2018



SYNXIS ENTERPRISE PLATFORM LAUNCHED.

First cloud-native CRS and PMS in
a single hotelier platform.

2020

SABRE TRAVEL AI ANNOUNCED.

AI-driven technology that redefines
retailing and consumer strategies.



TOGETHER, WE MAKE TRAVEL HAPPEN.