



EASYJET SIGNS DISTRIBUTION DEAL WITH SABRE

News / Airlines



easyJet has signed a new long-term distribution agreement with Sabre Corporation. The agreement gives corporate travel agencies across Europe continued access to easyJet fares through the Sabre GDS.

Around 20 percent of easyJet's passengers travel for business. The airline's agreement with Sabre helps easyJet continue serving this important corporate segment.

"easyJet made its inventory available through the GDS in 2007 and it remains of paramount importance to have a key distributor like Sabre accessing our fares including key products like inclusive fares and corporate negotiated fares," said Peter Duffy, easyJet's commercial director. "We continue to deliver on the strategy we launched in 2010 to increase our appeal to the business travel sector. Enhancements including allocated seating, Inclusive fares and Fast Track Security have all played a part in enabling easyJet to attract more business passengers."

Harald Eisenaecher, Sabre senior vice president EMEA, said: "We have collaborated closely with

easyJet over the past eight years to support their business goals and corporate travel strategy.”
“During this time, Sabre has helped increase sales among corporations, travel management companies and travel agencies, and expanded easyJet’s reach in new and existing markets where Sabre has entered and grown. We look forward to continuing our close relationship.”

The GDS relationships easyJet has built have enabled it to successfully grow its presence in the business travel market. The airline has also signed a large number of corporate contracts in the past five years.

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