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## **Value-Focused Carriers Use Sophisticated Technology to Face Challenges of Revenue Management**

*Current revenue management technology allows carriers to maximise revenues in mixed fare or 'hybrid' environment*

**SINGAPORE, December 13, 2007** — New revenue management technology developed by Sabre Airline Solutions allows carriers to now maximise revenues in a mixed-fare environment — traditional and unrestricted — which is gaining popularity among airlines in Asia/Pacific.

An enhanced version of Sabre Airline Solutions' *AirMax Revenue Management Suite* now makes it possible for value-focused carriers to implement alternative forecasting and optimisation methods to maximise revenues. Previously it was very difficult for these airlines to accurately and effectively forecast revenues using restriction-free or minimal-restriction pricing.

"Price has become the main differentiator of market segments. With low-cost and value-focused carriers, restriction-free pricing is gaining in popularity, embodied by having a single active fare on a flight or market at a given point in time," said Andrew Powell, Sabre Airline Solutions vice president—Asia/Pacific.

"Setting the right price at any given time is always tricky. Prices in a market can be set at the high end of the range, but setting them too high may drive away demand, while lowering the price could stimulate additional sales that could compensate for the drop in margins. However, pricing too low at the bottom end of the range may send the wrong signal to the consumer about the brand, quality of service and could potentially initiate costly price wars or worse, may stimulate demand in excess of the available capacity," Powell added.

Sabre Airline Solutions has the only commercially available revenue management solution in the market, providing 'hybrid' pricing support for traditional and unrestricted revenue management within the same system for both for network and point-to-point business models. Sabre Airline Solutions' customers in the region using this new, break-through revenue management technology include, Virgin Blue and SkyWest in Australia, Kingfisher and Jet Airways in India.

Thailand's Bangkok Airways also recently chose Sabre Airline Solutions and its *Sabre AirMax Revenue Management Suite* of products.

"In today's competitive environment, it is very critical that we establish practices and solutions that will help us operate most effectively and improve our bottom lines. Sabre Airline Solutions' *AirMax Suite* can help generate incremental revenues for us," said Capt. Puttipong Prasarttong-oso, senior executive vice president and board of director member, Bangkok Airways.

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#### ***About Sabre Airline Solutions***

Sabre Airline Solutions, a Sabre Holdings company, is the world's largest provider of smart, proven, bankable products to help airlines market, sell, serve and operate from planning to execution. The company provides unmatched breadth and depth of integrated, dynamic business solutions delivered by experts to reduce airlines' costs, increase revenue and optimize the customer experience.

More than 250 airlines use its broad portfolio of 112 decision-support tools to increase revenues and improve operations. More than 100 airlines rely on Sabre Airline Solutions for passenger management solutions, while a similar number have turned to the company's consulting group for strategic, commercial and operational advice. More than 650 contracts worldwide were signed in 2006 for Sabre Airline Solutions' leading technology solutions.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>

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