




Sabre Spotlight, Radisson



A man with glasses and a beard is seen from the side, working at a computer workstation. He is looking at a large monitor displaying a web application. In the foreground, a laptop is open on the desk, and his hands are on the keyboard. The background is slightly blurred, showing other people in an office environment. A blue semi-transparent box is overlaid on the left side of the image, containing white text.

Sabre GDS Media enables you to stand out from the competition so that agents and their travelers are more likely to consider and book your property.

Agents & Hoteliers have similar goals and priorities

Travel Agents want to

- Access the best options at the best value
- Access a broad range of properties for a wide variety of locations
- Efficiently comparison shop, purchase, and manage travel
- Help customers make informed purchase decisions

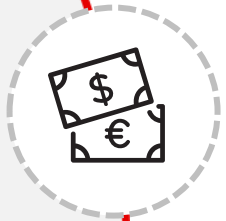
Hoteliers want to

- Efficiently reach a broad audience
- Grow revenue through merchandising and upselling
- Deliver differentiated products that can be tailored to each traveler
- Build customer loyalty with both agents and travelers

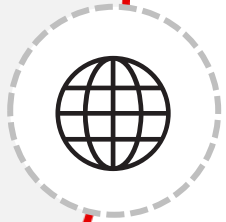
Sabre agencies represent a highly engaged audience



425,000
Travel Agents



\$110 Billion
Travel Spend Influenced



140+
Countries



50% Global
Hotel Market Share

On average, Sabre Travel Agents deliver **235 hotel bookings** per agent, per year.

The average consumer books **2.8 trips annually.**

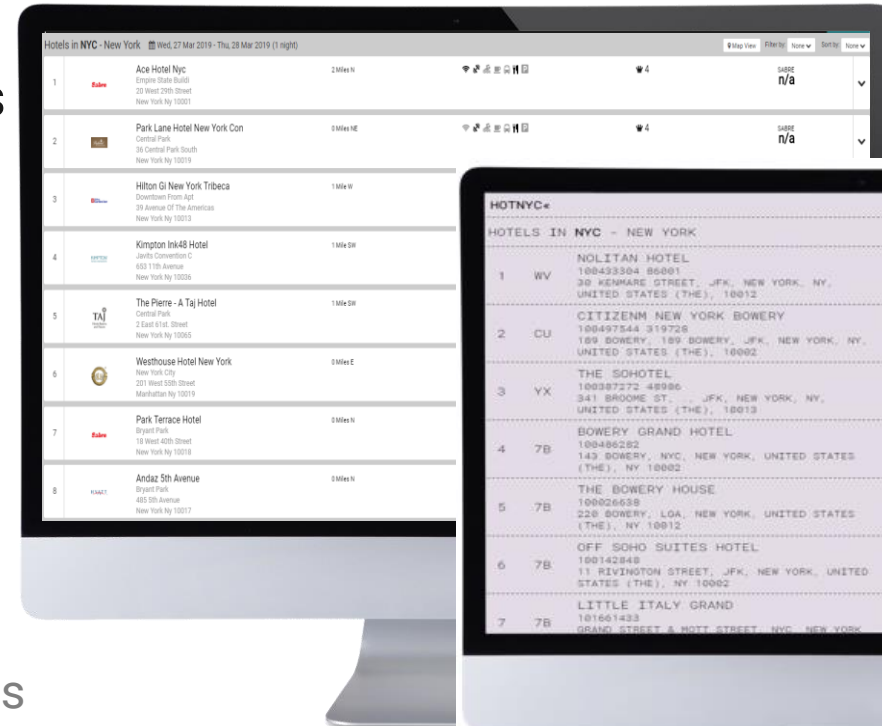
Sabre Hotel Spotlight

Offered exclusively by Sabre Hospitality Solutions

4x Spotlight hotels are **more likely to get booked** by agents, than non-Spotlight hotels

- Premium display as agents search hotel availability in your destination
- Higher booking revenue than other channels
- Get above your competition
- Limited market penetration
- Market Analytics to determine if your property is a good candidate for participation

Sabre Red 360



Sabre Red 360 CSL

Performance Report Example

Company Name: HOTEL INTERNATIONAL

Hotel Spotlight™



Property Name: HOTEL ABC

Property ID: 12345

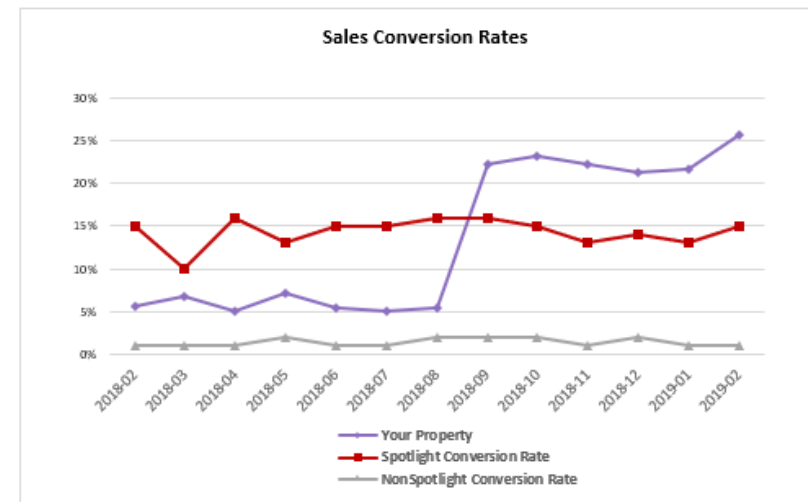
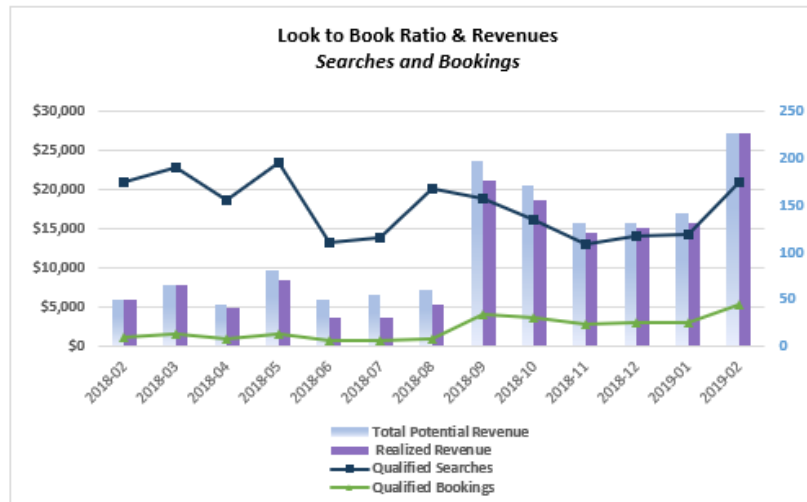
Chain Name: XYZ HOTELS

Airport Code: ABC

Realized Bookings	2018-02	2018-03	2018-04	2018-05	2018-06	2018-07	2018-08	2018-09	2018-10	2018-11	2018-12	2019-01	2019-02
Qualified Searches	175	191	156	195	110	116	167	157	134	108	117	120	175
Qualified Bookings	10	13	8	14	6	6	9	35	31	24	25	26	45
Realized Revenue	\$6,050	\$7,865	\$4,840	\$8,470	\$3,630	\$3,630	\$5,445	\$21,175	\$18,755	\$14,520	\$15,125	\$15,730	\$27,225
Realized Room Nights	22	29	18	31	13	13	20	77	68	53	55	57	99
Monthly Subscription Price	0	0	0	0	0	0	0	\$717	\$717	\$717	\$717	\$717	\$717
Your Property	6%	7%	5%	7%	5%	5%	5%	22%	23%	22%	21%	22%	26%
Spotlight Conversion Rate	15%	10%	16%	13%	15%	15%	16%	16%	15%	13%	14%	13%	15%
NonSpotlight Conversion Rate	1%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%
Conversion Variance Rate	-9 pts	-3 pts	-9 pts	-6 pts	-10 pts	-10 pts	-11 pts	6 pts	8 pts	9 pts	7 pts	9 pts	14 pts

Unrealized Bookings	2018-02	2018-03	2018-04	2018-05	2018-06	2018-07	2018-08	2018-09	2018-10	2018-11	2018-12	2019-01	2019-02
Abandoned Searches (Regret)	0	0	1	2	4	5	3	4	3	2	1	2	0
Abandoned Revenue	\$0	\$0	\$605	\$1,210	\$2,420	\$3,025	\$1,815	\$2,420	\$1,815	\$1,210	\$605	\$1,210	\$0
Denied Bookings	0	0	0	0	0	0	0	0	0	0	0	0	0
Denied Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

	2018-02	2018-03	2018-04	2018-05	2018-06	2018-07	2018-08	2018-09	2018-10	2018-11	2018-12	2019-01	2019-02
Total Potential Revenue	\$6,050	\$7,865	\$5,445	\$9,680	\$6,050	\$6,655	\$7,260	\$23,595	\$20,570	\$15,730	\$15,730	\$16,940	\$27,225



Why Sabre GDS Media?



Promote directly to travel agents shopping on behalf of highly qualified travelers, who typically spend more per trip, with a strong intent to purchase



Reach the travel agents at the points of decision in their shopping process to ensure better conversion



Direct insight into ad performance to inform your future advertising strategy and investment

Sabre®