

Virgin Australia Partners with Sabre to Modernize Airline Retailing

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Sabre Corporation and Virgin Australia have announced a strategic partnership to modernize Virgin Australia's retailing capabilities through the implementation of SabreMosaic, a revolutionary AI-driven platform designed to transform airline retailing.

This partnership marks a significant milestone for both companies as Virgin Australia becomes the flagship customer for SabreMosaic. The collaboration underscores the companies' commitment to innovation and industry leadership, as well as Virgin Australia's aim to be an early mover in the industry transition to offer-and-order based modern retailing.

SabreMosaic offers a comprehensive suite of solutions that cover the entire travel lifecycle, including Offer, Order, Settlement, and Delivery. Powered by Google's AI capabilities, SabreMosaic's Data Intelligence toolkit helps airlines make better data-driven decisions.

Virgin Australia will benefit from SabreMosaic's ability to create personalized offers, optimize pricing, manage complex transactions, and ensure smooth interactions throughout the traveler's journey. The implementation of SabreMosaic will enable Virgin Australia to enhance its guest experience and gain a competitive advantage in the market.

This partnership builds upon the long-standing relationship between Sabre and Virgin Australia, who have been working together for many years. The expanded agreement includes continued use of SabreSonic PSS and related solutions, as well as the distribution of Virgin Australia's traditional EDIFACT content and future New Distribution Capability (NDC) content through Sabre's global network of travel buyers.

SabreMosaic's modular approach allows airlines like Virgin Australia to easily operate in a hybrid environment and adopt the platform's solutions in phases. This flexibility ensures a smooth transition to modern retailing.

The partnership between Sabre and Virgin Australia is a significant step forward in the modernization of airline retailing. By leveraging SabreMosaic's advanced capabilities, Virgin Australia can deliver a more personalized and efficient travel experience for its customers.