



More choice for travelers in Israel and beyond: EI Al branded fares available in Sabre

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TEL AVIV and LONDON, Jan. 25, 2019 /PRNewswire/ -- El Al Israel Airlines, flag carrier of Israel, is relying on Sabre Corporation (NASDAQ: SABR), the leading technology provider to the global travel industry, to distribute its selection of branded fares. More than 425,000 Sabre-connected travel agents worldwide can now easily search, compare and sell El Al's branded fares, offering their customers a better, more personalized experience.

El Al joins a growing list of carriers that merchandise and sell their branded fares and ancillary products and services through Sabre. Using the Sabre Red Workspace, travel agents can easily view the ancillaries included within each branded fare, enabling them to present travelers with more choice. In 2019, Sabre plans to launch new service-enabled APIs and enhanced capabilities in the Sabre Red Workspace that will allow customers to shop and book NDC content alongside traditional content. Through the Sabre Red Workspace, agents will also be able to view NDC-based offerings – which airlines are increasingly introducing – in the same way.

Commencing commercial operations in 1948, El Al today operates 44 aircrafts and serves 35 destinations worldwide from its hub at Ben Gurion International Airport. The airline's direct routes include most of the major cities in Europe as well as several long-haul destinations in the Far East and North America.

"We strive to be the airline of choice for all travelers flying to or from Israel – and offering our customers the utmost in transparency, choice and flexibility is essential to realizing this ambition," said Donna Bahar, deputy director of reservations and distribution systems, El Al. "Today's travelers are looking for premium value as well as personalized experiences and we are constantly evolving our product and service offerings to meet their expectations. With its extraordinary network of travel agencies across the world, Sabre is the perfect partner for us to bring our offers to our customers."

"El Al is the leader in Israel's highly competitive aviation market and we are very proud to support this innovative and customer-oriented airline on its growth journey by bringing its branded fares to our customers," said Alessandro Ciancimino, vice president, air line of business EMEA, Sabre. "Providing choice and transparency is essential in today's travel marketplace and El Al's branded fares make it easier for travelers to book the flight experience they really want. Sabre is committed to helping airlines find new ways to market and distribute their products – through any booking channel."

About Sabre Corporation

Sabre Corporation is the leading technology provider to the global travel industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

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