ARBITRIP & EL AL AIRLINES ANNOUNCE FIRST OF ITS KIND TRAVEL BOOKING PARTNERSHIP

News / Airlines



Arbitrip announced a landmark partnership with El Al Airlines. Together, companies are introducing a new model for airline-integrated travel booking: a fully white-labelled hotel platform embedded directly within El Al's digital ecosystem, designed to deliver a seamless, personalized, and value-driven experience.At the core of the platform is Arbitrip's advanced AI engine, which moves beyond traditional white-label solutions by dynamically tailoring hotel recommendations to each traveller.

Rather than serving a uniform set of results, the system adapts to individual user profiles that include travel history, booking behaviour, trip type, and seasonal patterns, ensuring that passengers on the same flight receive distinct, highly relevant options. As the platform learns over time, its recommendations become increasingly precise, introducing a level of personalization not typically found in airline booking environments.

Benny Yonovich, CEO and Co-founder of Arbitrip commented: "This partnership represents a new chapter in travel. Travelers today expect more than just booking functionality—they want relevance, value, and service. By combining AI-driven personalization, exclusive pricing, and full-

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service support, we’re enabling airlines like El Al to deliver a truly differentiated experience that meets those expectations.”

Nadav Hanin, VP Marketing and Digital at EL AL stated: "The launch of the EL AL Travel platform is a major milestone in the implementation of the company's long-term strategic plan, which aims to develop new growth engines and expand the range of options we offer our customers. The new platform will allow customers to book their entire vacation in one place and will enable members of the Matmid Frequent Flyer Club and FLY CARD holders to redeem and earn points and Diamonds on every part of their trip - from flights and hotels, and soon also attractions - and enjoy a complete and cost-effective travel experience."

A key advantage of the platform is access to Closed User Group rates, unlocking highly competitive pricing not available to the general public. This allows travellers to secure better-than-market hotel rates while avoiding the inflated pricing often associated with point redemptions. Recently acquired by Talma Travel Solutions, Arbitrip also benefits from expanded global infrastructure and expertise. Within the platform, El Al frequent flyer members can pay with points, cash, or a combination of both, while earning points and “diamonds,” the airline’s premium status currency, enhancing both flexibility and overall loyalty value.

Beyond booking functionality, the partnership introduces a full-service agency experience within the airline environment. Travelers who book through the platform gain access to 24/7 support and personalized assistance, combining the efficiency of AI with human expertise. This hybrid service model delivers the benefits of a traditional travel agency that offers curated recommendations, responsive support, and expert guidance, without added cost, all within a familiar, intuitive interface on El Al’s website. The platform provides access to more than 1.5 million properties worldwide, with dedicated concierge services available for top-tier loyalty members.

The integration strengthens El Al Airlines’ broader loyalty strategy by expanding opportunities for members to earn and redeem across more touchpoints, while reflecting a wider shift toward holistic travel platforms that extend beyond the flight. Launching with hotel bookings and with plans to expand into services such as car rentals and experiences, Arbitrip and El Al Airlines are setting a new standard for travel planning, one that is seamless, intelligent, and centred on delivering meaningful value within a single, trusted platform.

01 JULY 2026

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