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## Smartair Group Announces Tie up with **American Express Israel**



Raanana, Israel – 19 August 2019:  
Smartair Group, a leading travel technology company, today announced a new partnership which sees the Smartair Group become the exclusive holiday platform provider to American Express Israel.

The partnership will provide American Express cardholders easy access to Smartair's leisure travel platform, where they can choose from a variety of holiday packages. Bookings are made by redeeming loyalty points, and cardholders will have a wide choice of airlines, hotels and car hire companies to choose from.

"We strive to give American Express cardholders the widest variety and the greatest freedom of choice to use the points earned by using our cards. The strategic cooperation with Smartair will allow our cardholders to use the end-to-end booking process and the choice of packaged holidays they offer. I congratulate Smartair on cooperating with us and I am happy to start our common path together" said Ido Almani, General Manager of American Express Israel.

Commenting on the partnership, Smartair CEO and Founder Mr Bousso said "I am excited by our partnership with American Express Israel. We share a strong customer service ethic and we look forward to serving American Express cardholders as they travel the world. Our travel platform is state of the art, and booking on it is effortless."

## About Smartair Group

Smartair is changing how we buy holidays. It partners with some of the most innovative global brands so travellers can create personalised travel experiences.

Smartair is building the world's leading AI enabled tour operator platform, which allows travellers to customise their holiday experience and break free of the traditional restrictions of static pre-packaged holidays.

By embedding Smartair's platform in your business you can operate a direct-to-consumer channel and drive new sales. The platform includes a dynamic packaging engine, content management, an intuitive user interface and reporting and analytics.

Smartair operates globally from offices in Raanana, Israel, Lisbon, Portugal and Cape Town, South Africa.

## Media Contacts

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