

# Superbrands

## Media Coverage

Country	Date	Publication
Israel	2013	Press Clippings

### **EL AL ISRAEL AIRLINES WINS BEST AIRLINE SECURITY FROM GLOBAL TRAVELER MAGAZINE**

**Airline Also Awarded 2013 Superbrands in Israel**

**NEW YORK – February 18, 2014** – For the seventh consecutive year, EL AL Israel Airlines earned the top award in the “Best Airline Security” category by Global Traveler Magazine. For the 10th consecutive year, Global Traveler conducted its GT Tested Reader Survey, asking frequent business and luxury travelers to name the best in a variety of travel-related categories. More than 22,000 readers responded.

GT readers are frequent premium travelers averaging 16 international and 16 domestic round-trip flights a year. Global Traveler’s elite readers spend an average 100 nights per year in hotels and an impressive 76 percent regularly travel in business class.

EL AL was also recently chosen as one of Israel's elite brands for 2013 by Superbrands Israel. Each year the organization crowns three top labels, following a process that includes a judging by a professional panel as well as consumer research which is conducted by the Research Institute for MarketWatch.

For more information on EL AL Israel Airlines, [click here](#) or visit the airline on [Facebook \(EL AL Israel Airlines USA\)](#) and [Twitter \(@ELALUSA\)](#).



(R-L) Danny Saadon, Vice president, EL AL Israel Airlines, North and Central America is Presented the "Best Airline for Security" Award by Francis Gallagher, CEO/Publisher, Globaln Traveler Magazine , Photo credit: Mark Branle

[http://www.elal.co.il/elal/english/states/usa/pressroom/en\\_press\\_room\\_items/usa\\_best\\_airline\\_security\\_200214.html](http://www.elal.co.il/elal/english/states/usa/pressroom/en_press_room_items/usa_best_airline_security_200214.html)

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