

SAUDIA partners with travel app Bondai



The partnership was signed by Manal Alshehri, VP of Passenger Sales at SAUDIA, and Saria Elderhali, CEO of Bondai during the 2023 Arabian Travel Market in Dubai

[SAUDIA](#), the national airline of Saudi Arabia, has announced a new partnership with Bondai, a travel app that allows travellers to plan their trips around the country.

The collaboration, signed by Manal Alshehri, VP of Passenger Sales at SAUDIA, and Saria Elderhali, CEO of Bondai during the 2023 Arabian Travel Market (ATM) in Dubai, aims to provide next-level tours and experiences for travellers.

Bondai is an all-in-one app that offers a reliable and secure digital environment for travellers to organize their vacations. The app grants access to flights, transportation, lodging, and leisure activities, providing a complete trip-planning experience. From mountain treks to marine snorkelling, Bondai lets travellers discover both well-known attractions and undiscovered hidden gems across the country.

SAUDIA's dedication to promoting inbound tourism as part of the "Wings of Vision 2030" includes a significant emphasis on partnership. By partnering with various entities, the airline aims to provide exceptional travel experiences that showcase the best of Saudi Arabia to tourists worldwide.

"At SAUDIA we are deeply committed to collaborating with innovative partners that share our mission to transform Saudi Arabia into a world-class tourism hub. As part of Vision 2030 there are plans to raise the contribution of the tourism sector to more than ten percent of GDP in addition to providing one million job opportunities within the Kingdom," said Alshehri, in a May 2 press release. "We are

dedicated to further bolstering this promising sector by contributing to unique experiences and trips that bring the very best of Saudi Arabia to travellers everywhere.”

From Bondai, Alderhali said, in the same press release, “I am thrilled to be partnering with Saudia Holidays. This partnership marks a major milestone for Bondai, as it allows us to expand our reach and provide even more travellers with access to our curated tourism experiences and innovative technology solutions. We share a common vision of providing exceptional (travelling) experiences and are confident that this collaboration will enable us to achieve our mutual goals. We look forward to working closely with Saudia Airlines and delivering unparalleled value to our (travellers).”