



**NIRVANA**  
TRAVEL AND TOURISM

The meaning of true care

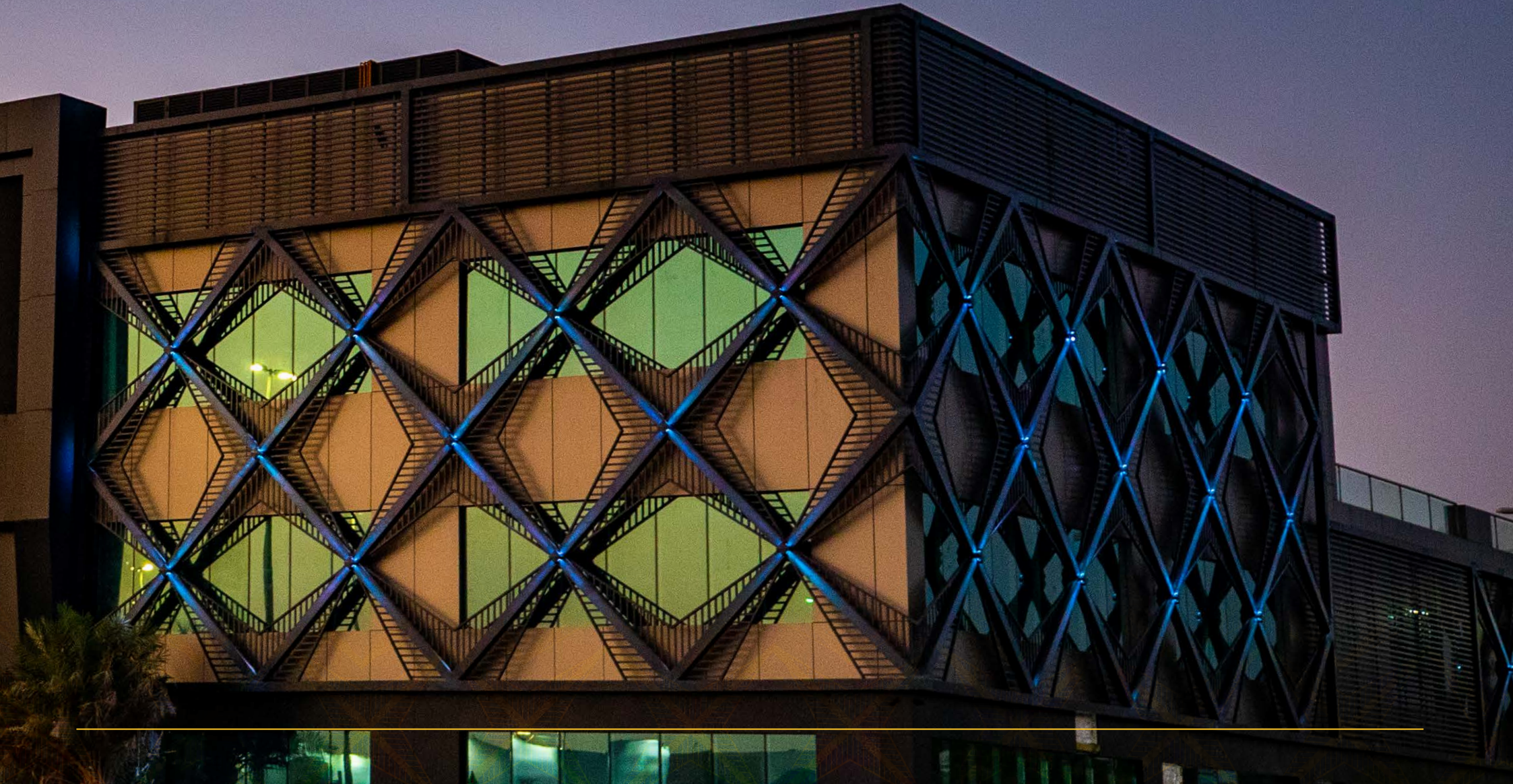
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**Company  
Profile**

2021



Part of Nirvana Holding





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## Group CEO message

Welcome to Nirvana Holding. Despite our short history, we have established ourselves as an outstanding travel service provider since 2007 as Nirvana Travel & tourism and continually expanding into new and different sectors of the global travel market.

Nirvana Holding has grown tremendously by strategically investing in communication systems, information technology, sourcing the experienced and talented staff and expanding beyond UAE.

I would like to express my appreciation to our customers for their ongoing trust, and to the management and staff of Nirvana Holding and our group divisions.

*Alaa Alali*

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Middle East  
**Forbes**  
GLOBAL MEETS LOCAL  
INFLUENTIAL EXECUTIVES IN THE MIDDLE EAST





# Our Story

Nirvana Travel and Tourism was established in 2007 in Abu Dhabi UAE, as a full-fledged travel and tourism management company, catering to both regional and global clients.

Positioned right at the heart of the UAE's travel boom, the company is today, one of the largest and most preferred travel management companies in the UAE and the Middle East, with 125 global branches and a dedicated team of 10,452 travel professionals.

Key offerings include travel management and planning, innovative corporate travel solutions, visa processing, concierge assistance, event logistics, and retail and wholesale services and first class and VIP services for diverse private, government and semi-government clients. A strong global presence, cutting-edge technology and a highly skilled staff set Nirvana Travel and Tourism apart from other players in the market.

Over the years, the company has consistently offered best-in-class service, unparalleled attention to detail and diligence, which has earned the company a solid reputation as one of the region's most trusted travel management companies. Nirvana Travel and Tourism is committed to consistently developing its offerings in order to stay ahead of a constantly changing travel market.

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# Shareholders and Owners

## **H.E. Mohamed Thaalob Salem Al Derei** Chairman

As the Chairman of the Al Qudra Holding and Board Member of Abu Dhabi Group, National Investment Corporation and Marina Facilities Management, His Excellency brings a wealth of dedicated business expertise, specialized in the UAE market.

Having helmed a range of businesses from industrials to financials and beyond – H.E. has an unsurpassable knowledge of the region and its strategic markets – pushing Nirvana’s dynamic in line with “The Abu Dhabi Economic Vision 2030” and “The UAE Vision 2021”. Under his guidance, Nirvana pushes for excellence in the UAE’s travel and tourism sector bringing out the best of the UAE’s culture and heritage as well as developing it as a global tourism hub.





## Certares:

Certares is a global private equity firm specialized in investments and management within travel, tourism, hospitality, business and consumer services, with their Gulf headquarters in Dubai. The firm boasts an impressive team of advisors and industry leaders with prominent investments in AmaWaterways, American Express Global Business Travel, Guardian Alarm, Marietton Développement, Travel Leaders Group, Mystic Invest Holding, Liberty Tripadvisor Inc. and Nirvana Travel & Tourism.





## Mr. Alaa Al Ali, Group CEO:

With a nearly 30-year rich experience in the field of Travel and Tourism, Mr. Alaa Al Ali has helmed the Nirvana Travel and Tourism brand since its inception in 2007.

A well-known leader in the UAE's travel industry, he was instrumental to advancing the UAE's global position to travel market leader. Under his management, Nirvana evolves every year with balancing between customer service, internal operations, technological advancement, social responsibility and product development. Having steered the UAE's leading travel management company has earned him the personal feature on "The Most Creative Business Leaders in the Arab World". His knowledge of the region, clear business direction and CSR initiatives have steered the brand to be recognized as the UAE's leading travel agency with a slew of awards lining its shelves.





# Our Global Presence

Nirvana Travel & Tourism's wide geographic presence allows us to provide an industry-leading offering that combines global resource, in-depth local knowledge and cutting-edge technical expertise.

No matter where your operations are based, our commitment is to serve you to the best of our regional and global capabilities.

Accessibility remains a vital part of our endeavors and we consistently seek out new markets in order to offer a diverse, expansive experience.

## United Arab Emirates

- Abu Dhabi
- Dubai
- Al Ain

## International Offices

- Amman, Jordan
- Riyadh, Saudi Arabia
- Cairo, Egypt
- London, UK
- New York, USA





# Vision, Mission & Values

## VISION

To be the world's most reliable travel & hospitality partner, by offering unmatched expertise, and always going the extra mile.

## MISSION

To create a brand that customers can turn to for every travel need, constantly developing our people, maintaining transparent and open partnerships, offering the best technology, and creating experiences based on true care for all stakeholders. To also develop and expand global partnerships to cater to every customer expectation while constantly evolving with industry trends and coursing new opportunities for investment and expansion.

## VALUES

- Transparency
  - Creativity and Innovation
  - True Care
  - Leading Edge
  - Diversification
  - Entrepreneurial Mindset
- 





# Why Choose Us?

Our proven track record speaks for itself. Over the years, we have provided services par excellence that provide value and empower our clients.

## The Nirvana Advantage:

- Preferred travel partner to government, semi-government and major multinational clients
- Trusted by the Royal Families & VVIPs personal travel requirements
- Enduring strategic partnerships with leading airlines, hotels, transportation and destination management suppliers
- Customer relationship system that ensures the best care and service without fail
- Home to a diverse team of 450 employees with extensive experience
- Multilingual staff speaking 15 different languages, including English, Arabic, French, Mandarin, Spanish, German, Russian, Chinese, Hindi, and Filipino, among others
- Advanced technology employed, including an exclusive, best-in-class online booking engine





- Easy and hassle-free transactions with our unique online booking, reporting and electronic billing system
- Special packages and tour arrangements via cruise, private jet, chartered flights, etc.
- Dynamic reporting systems and customizable reports covering ticketing, booking, transportation, excursions, and accounting
- Implant offices with 24/7 service support in the field and a highly proficient call center
- In-house Training Academy that offers complete training including soft skills for customer relations, problem solving, time management, and technical skills for travel-related procedures and systems
- Regular external trainings to stay up-to- date with the ever-changing market
- Named Leading Tour Operator at the World Travel Awards (2015, 2016, 2017, 2018, 2019 & 2020) and winner of several other notable awards, including client appreciation awards
- ISO-compliant Quality Management, having successfully completed the top three ISO certificates required in the tourism and hospitality field





# Our Specializations

By diligently tracking new developments and trends in the industry, Nirvana Travel & Tourism offers ideal travel solutions designed to bring maximum value to our diverse clients.

## Our services are grouped into the following main specializations:

- Corporate Travel Solutions
- Wholesale Travel Services and Web Solutions
- Retail Travel Services
- Group Events Logistics and Services
- Door to Door VIP Service
- Luxury Accommodation Collection
- Concierge and Lifestyle Management

## Corporate Travel Solutions

Providing complete online and offline travel management services to corporate clients including government and semi-government organizations. This includes taking care of end-to-end travel needs such as airline/hotel booking, visa assistance, travel insurance, tours, transportation etc.





### **Wholesale Travel Services & Web Solutions**

Providing B2B travel services to other travel agencies allowing them to leverage Nirvana's unique capabilities and relationships in order to better serve their customers. Additionally, this division provides web solutions and white-label services allowing clients to use our unique technology to operate their own website or back end booking systems.

### **Retail Travel Services**

Providing travel services to individuals based on unique requests. Services include airline/hotel booking, visa assistance, travel insurance, tours, transportation etc. We also provide travel services through an easy-to-use website where customers can view available packages and prices and book tickets themselves.

### **Group Events Logistics & Services**

Providing logistical support for major events such as conferences, sports events, meetings for corporate and retail customers. Services include event planning, bulk flight and hotel bookings for attendees, visa assistance, venue booking and group tours.

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## Corporate Travel Management

Nirvana Travel & Tourism recognizes that corporate travel clients require unique and specific travel management needs. Our award-winning corporate travel services can be adapted to ensure your every requirement is met or even exceeded. Our commitment to tailor-made solutions and exceptional service will ensure you get maximum return on your business travel investment.

### Our services include:

- Airline ticket reservations
- Hotel reservations
- Meet & Assist services
- Conferences, meetings and event management





## Retail Travel Services

We cater to individual travelers and offer high-quality services based on their requirements. These include airline and hotel booking, visa assistance, travel insurance, tours, and transportation, among others.

Nirvana Travel & Tourism is also currently home to the largest retail showrooms in Egypt, the UAE and Jordan, equipped with ample well-trained staff ready to assist large numbers of walk-in customers on a daily basis.

### Our services also include:

- Transportation
- Private jets
- Tours
- Personalized services upon request





## Group Events Logistics and Services

Our team of professionals has a full grasp of corporate requirements and the capability to create innovative programs, manage events, and provide comprehensive packages for MICE (Meetings, Incentives, Conferences and Exhibitions).

Through our high-level project management capabilities, innovative solutions and comprehensive service, Nirvana empowers you to drive your business forward by delivering exceptional results, every time.

### Our suite of offerings include:

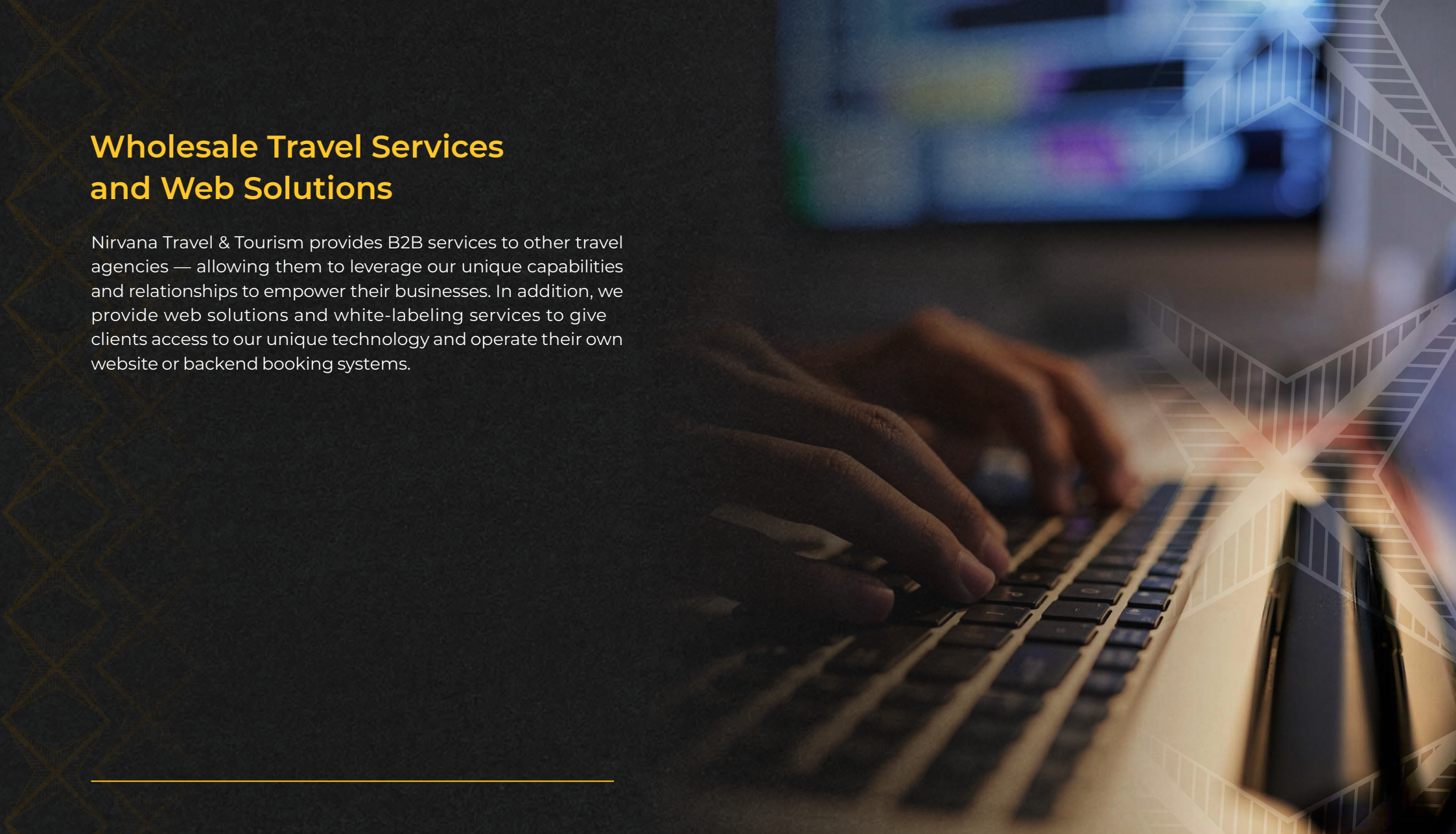
- Event planning and logistics for multi-day conferences, corporate board meetings, top management retreats and open days (inbound and outbound)
  - Logistic services: flights, accommodation, transportation, visa, creative and practical solutions, venue negotiations, accessories and gifts, audio visual equipment, technical support, support services, etc.
  - Specialized teams to assist with large scale events that are carefully customized based on the organization's needs
  - Access to Event Managers who plan, coordinate, organize and execute ideas along with a team of event specialists
- 





## Wholesale Travel Services and Web Solutions

Nirvana Travel & Tourism provides B2B services to other travel agencies — allowing them to leverage our unique capabilities and relationships to empower their businesses. In addition, we provide web solutions and white-labeling services to give clients access to our unique technology and operate their own website or backend booking systems.





# Our Scope of Services

Nirvana Travel & Tourism is a one-stop-shop that excels at delivering bespoke solutions and tailored services to individual travelers and corporate clients. Our dedicated and professional team works 24 hours a day, seven days a week, to arrange and manage all your logistics operations — from bookings to accommodation and transport, and even designing all-inclusive itineraries.

## Airline Reservation and Ticket Bookings

Our strategic partnerships with leading airlines allow us to source the best seats and prices for our clients. Our dedicated team of travel experts ensures to:

- Book tickets and prepare itineraries based on the lowest fare and most convenient route.
- Reply to requests within 15 minutes or according to SLAs predecided with the client.
- Offer three alternative routings/quotations for consideration .
- Ensure tickets are issued per entitlements as prescribed in clients' policies.
- Follow precise ticketing deadlines and relevant information when creating reservations to avoid booking cancellation.
- Provide client with last seat availability, advance seat assignments and, advance boarding passes on all airlines.





## Leisure and Holidays

When you travel for leisure, Nirvana Travel & Tourism ensures that you travel with complete peace of mind. We take care of every little detail from start to finish, so you can make the most of your trip. Whatever the itinerary, budget, or dream vacation you have in mind, Nirvana Travel & Tourism brings it to life.

### We offer:

- Airline ticket bookings
- Hotel bookings
- Holiday packages
- Car rentals
- Limousine services and transfers
- International cruises
- Meet & Assist services
- Door to Door VIP Services
- Luxury Accommodation Collection
- Concierge and Lifestyle Management
- Other services upon request





## Door to Door VIP Service

Nirvana Luxury Guests can enjoy our exclusive private transfer services which include:

- Pick up from front door
- Chauffeured private transfers to the airport by luxury car
- Meet and Greet services at the airport
- Access to VIP lounge
- Meet and Greet service at destination
- Chauffeured private transfers to the hotel
- Private Jet transfers

## Luxury Accommodation Collection

We carefully select our luxury accommodation collection to ensure that our guests experience the destination's first-class luxury hotels and enjoy all VIP upgrades and amenities to make the most of their trip.

## Visa Services

Nirvana facilitates complete visa processing for both inbound and outbound travelers, to ensure a hassle-free experience no matter the chosen destination.

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## Hotel Booking

Our vast network of hotels locally and worldwide enables us to provide the best deals and rates available to our clients.

### We ensure that:

- Hotels and quotations are based on the lowest possible rates
- You remain updated on the status of reservations and informed of additional offers
- We leverage relationships with hotels to get the best possible deals for you

## Meet & Assist

Arriving at a new destination can be a daunting experience, but a friendly face can make it better. Our Meet and Assist services are available at all airports within the UAE and internationally.

Allow us to make your travel as smooth as possible with Meet and Assist on arrival to help you get comfortable as soon as land.

Our Meet & Assist services include:

- A warm welcome by our Nirvana Consultants
- Escort through immigration, baggage collection, customs clearance, and transfer
- Visa delivery to airport immigration





## Transfers

No matter your destination, we can arrange simplified, reliable transfer services with our wide network of reliable suppliers. You get modern vehicles that are fully insured and equipped with GPS, tracking and speed monitoring devices for your safety and convenience.

## Car Rental

Explore at your own pace. We'll help you book Short Term and Long Term Car Rentals for your self-drive experience. Tell us your requirements, budget and preferences and we'll make sure you find the perfect vehicle for your journey.





## Excursions

From leisure holiday group travel to on-tour excursions within the UAE and abroad, our highly experienced team is ready to help you make the most out of your destination. Explore the UAE or your preferred international destination to your heart's content; let us take care of the planning.

From fascinating historical excursions and exciting city tours highlighting the very best of your destination, get pampered with a wide range of itineraries that suit your every interest, time and budget.

### We offer:

- Hotel Bookings
- Interest and Time Based Tours
- Meet & Assist services
- Transportation
- Visa requirements
- Cruises
- Other services upon request





## VIP Bus Services

Nirvana Travel & Tourism is proud to offer an unprecedented method of road transportation for the first time ever in the UAE. Traveler can revel in the chance experience a merging of transportation and luxury hospitality with the new, plush Luxury Bus.

On par with an airplane's first-class category, this custom-designed hotel-on-wheels houses 26, lofty leather, single-seats. The bus boasts amenities including a 360-degree air conditioner facility, CCTV equipment, LED mood lighting, high-speed WiFi, personalized marble topped electrical stations replete with additional USB ports, reading lights, a refrigerator, automatic folding tables, and a plush fitting room that does not compromise on space. There's also morning espresso, evening tea, and cold beverages available for guests at all times.

Travellers can also revel in some mid-travel rejuvenation with the seat's built-in air massage facility. Lean back and relax with the retractable footrests and adjustable, reclining chairs, and indulge in massages that ease the stress away.

This is no ordinary bus and Nirvana Travel & Tourism is proud to bring this revolutionary service to the travel capital – ideal for guests who prefer a touch of luxury in every avenue of life.





## Concierge & Lifestyle Management Services

Whether our guests wish to book a luxury dinner at one of the destination's top restaurants, organize a VIP party or special event, make beauty and spa reservations, Nirvana Luxury covers all special requests through our wide range of personal concierge services.

### Our gamut of personalized services include:

- Personal attention and assistance to ensure every request is fulfilled beyond requirements
- Recording preference in the Customer CRM for future reference
- Sending out member surveys and create personalized recommendations
- Live Chat option through the CRM or App
- Handling inbound calls through private line (VIP only)





**Nirvana Concierge assistance also extends to:**

- Travel arrangement: Airline reservation
- Private jet, Helicopter Reservation
- Hotel & resort reservation
- Car rental/ Chauffeur reservation
- Dining: restaurant reservations
- Transportation: luxury limousines
- Yachts
- Shopping
- Art & Antiques
- Wedding arrangements
- Tickets arrangement for concerts & sports events
- Gifting
- Research destination information, Familiarization Trips
- Real Estate Assistance
- Security, Guide Arrangement
- Fixed Departures, Escorted Tours
- Meetings, Incentives, Conferences And Exhibitions





## Travel Insurance

Nirvana Travel & Tourism provides the best insurance products through our partnerships with leading insurance providers all over the world to offer you the best protection for your trip, anywhere in the world.

## Teambuilding Events

If you are an organization looking to breathe new energy into your team through teambuilding events, consider us your perfect partners. We possess the right tools to arrange, organize, and facilitate a program of activities designed to energize, motivate and inspire your people! From ideas to logistics, we can do it all from A to Z.

## VIP Services

We understand the level of luxury our VIP Travelers expect and we're ready to meet it. With us, you have the option to choose a hassle-free service throughout your journey. Our dedicated and well-trained staff will take care of all your travel needs, including all airport procedures, while you unwind at the VIP lounge.

Our VIP Services can be extended to cover the entire duration of your trip—from arranging your exclusive chauffeur to ensuring that you get only top-of-the-line luxury vehicles and private tours and assistance anywhere you choose to visit.

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## Medical Tourism

Our Medical Tourism division was created in 2011 to address the growing globalization of medical treatments. Whether you need to rejuvenate your senses in a bespoke spa or seek urgent treatment in the most state-of-the-art medical facilities anywhere in the world, we have the network and the resources to get you there.

With our strong relationships with renowned industry providers, we can facilitate any and every wellness or medical need you may have. Our network includes several prestigious healthcare spas across Eastern and Western Europe and the most advanced hospitals in the world.

## Sports Management

Nirvana Travel & Tourism offers sports management services inside or outside the UAE. The past years have seen us successfully organizing and managing a variety of special events for many leading sports teams, including international football matches and golf tournaments.

All our operations are targeted to suit each individual client's needs. Our expert Sports Travel staff boasts strong relationships with many of our local state-of-the-art venues and their neighboring hotels, which ensures a hassle-free and enjoyable event.





## Transportation

Nirvana Travel & Tourism offers our clients well-rounded and personalized transport services. From chauffeured cars, limousines, luxury vehicles, or coaches for large groups, we can arrange everything for you exactly as you require.

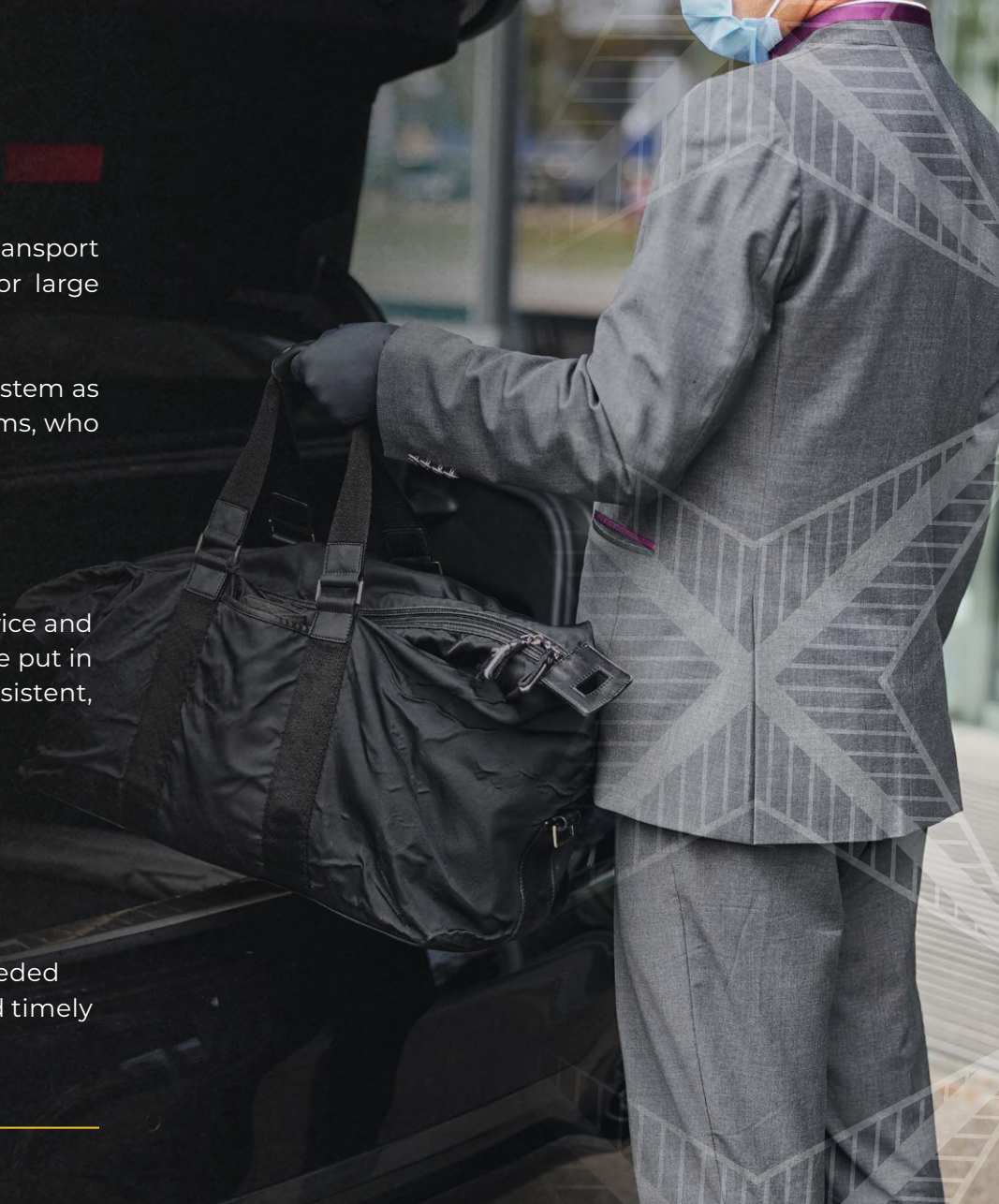
Our modern and extensive fleet of vehicles is equipped with GPS tracking system as well as speed monitoring devices, back by the support of our operations teams, who are updated regularly on the best routes and safety practices.

## Customer Care

Our customers are our priority. Providing them with the highest quality of service and customer care are the very cornerstones of our operations. That is why we have put in place systems and processes that will ensure our clients get the most consistent, conscientious and attentive service possible every single time.

Our customer relationship approach is based on the following principles:

- The customer comes first — we strive to provide the best service and most competitive rates
  - Honesty and integrity at all times
  - Open door policy — Access to all levels of Nirvana's management when needed
  - A solid complaint management system for successful tracking, tackling and timely resolution
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# Our Leading-Edge Technology

Technology is a transformative force in today's business and integration is key for any business to succeed. At Nirvana Travel & Tourism, technology plays a vital role in ensuring that our clients get the ultimate service and the utmost convenience. Our commitment to technology allows us to push boundaries and grow our company in every way possible.

## Travel Online System

In 2015, we launched our Travel Online System, a user-friendly online access tool for corporate clients, travel agencies, and individual customers. This portal is an all-inclusive tool for all travel requirements, including flight bookings, hotel reservations, transfers, tours, and group bookings, among many others. The customized online booking system allows for a more efficient delivery of our services with the touch of a button.





### Features of our online booking engine:

- Displays the best fare in a single view
- Offers rich content for fare comparisons
- Allows clients to select seats and use other ancillary services
- Searches for regional and global aggregators
- Books, modifies, reviews, and manages traveler profiles
- Customizable to specific travel policies
- Connects to offline agents to seek alternative proposals, which might include multiple sectors
- Facilitates reporting

## E-Billing Portal

We developed our own E-billing Portal, where electronic invoices are made available to our clients along with all required financial details. This feature has been tried and tested by some of our most esteemed clients such as the UAE Armed Forces, New York University, Cleveland Clinic, and Abu Dhabi Education Council, among others.

The components of the portal are:

- Customized dashboard
  - CSV/Upload purchase order
  - Notification/Alerts to Sales Team
  - Verification by Accounts Team
  - Easy approval process
  - Simplified Payment
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## 24/7 Call Center Assistance

Nirvana Travel & Tourism provides 24/7 call center assistance with seamless connectivity through email and phone to our multilingual Ticketing and Holidays Consultants. Moreover, our dedicated implant Travel Consultants are also equipped with secure laptops and mobile connectivity at all times and have access to all our reservation systems.

Our call center service includes:

- Travel ticket sales
- Organizing and conducting tourist trips
- Organizing and conducting desert safaris
- Hotel bookings (Inbound and Outbound)
- Meetings, Incentives, Conferences and Events
- Visa arrangements (Inbound and Outbound)
- Online solutions (Corporate Self-booking Tool)
- Online B2B solutions
- Fleet management
- Mass mobilization





# Nirvana Cargo

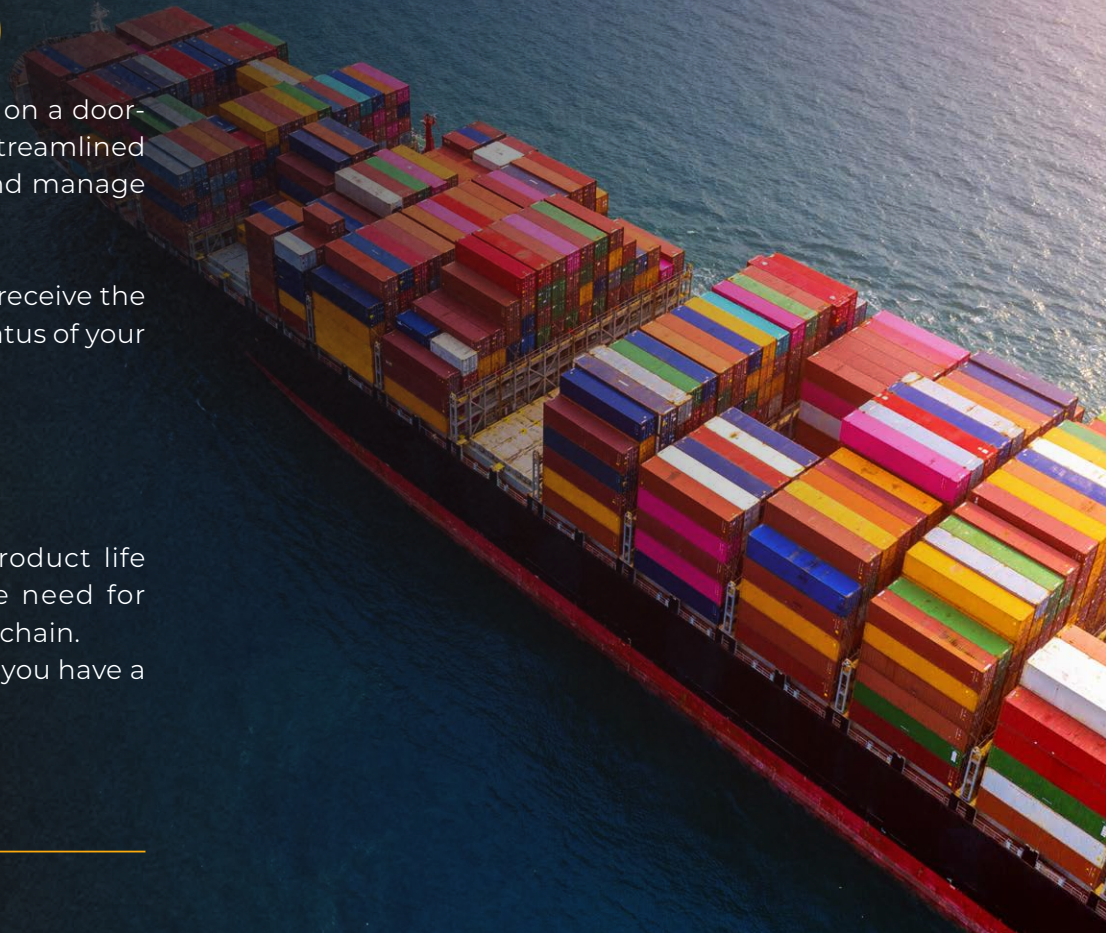
## Sea Freight (Full Container Load Cargo)

Through a single point of contact, we provide full container load services on a door-to-door or port to-port basis. From almost any origin port, we provide streamlined freight forwarding to book your cargo, arrange for pickup and delivery and manage the shipping documentation till your desired destination.

We actively manage contracts and service levels to ensure our customers receive the best possible, reliable service at competitive rates. From end to end, the status of your shipment is also visible in real-time via our platform.

## Sea Freight (Less Container Load)

In today's environment, a growing number of companies have short product life cycles and maintain low stock levels. As such, this has resulted in the need for frequent small sized orders. LCL keeps goods moving in your supply chain. Shipments can be sent as soon as they are ready rather than waiting until you have a full container, ensuring fewer disruptions and smooth flow of business.





## Air Freight

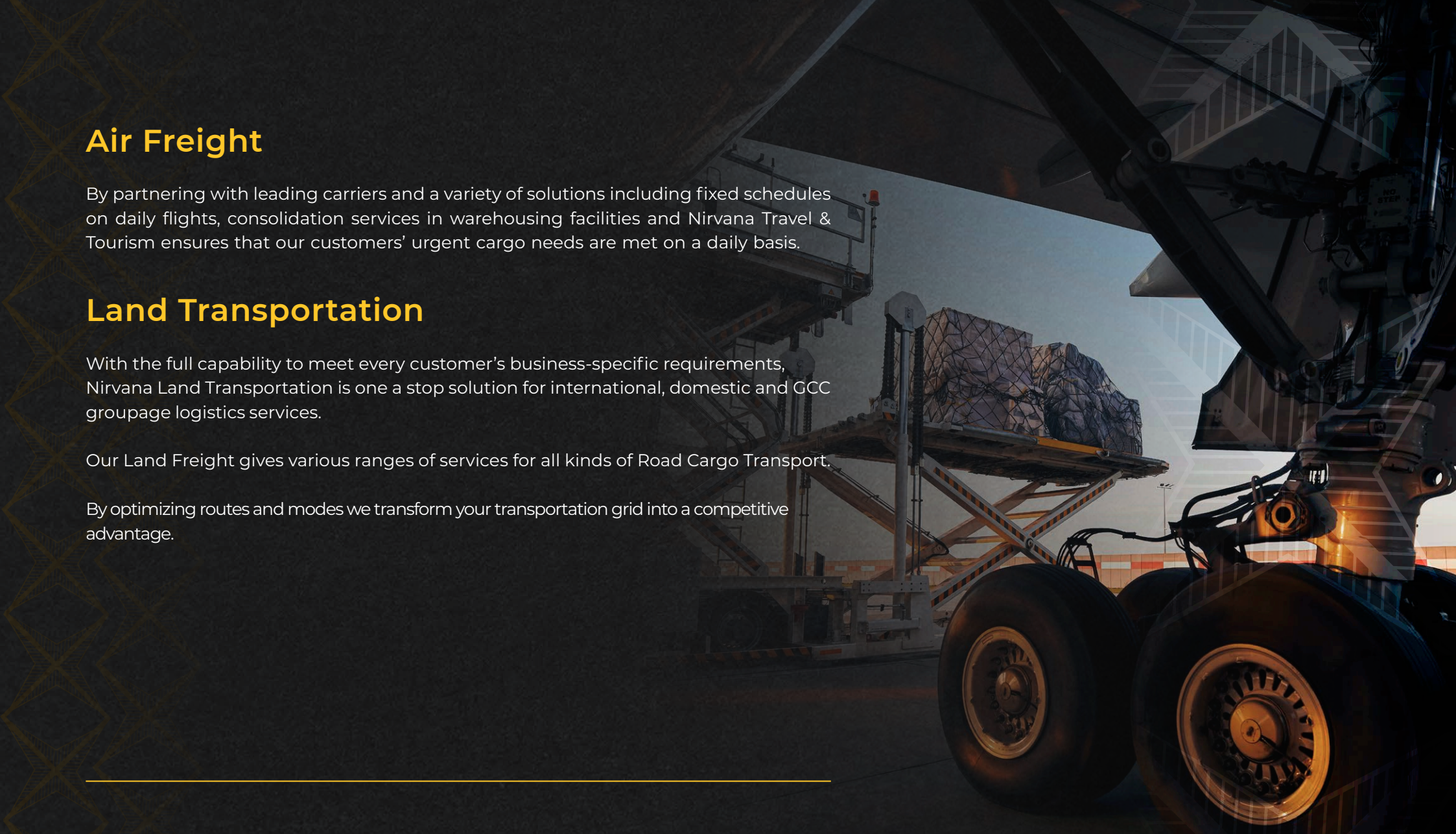
By partnering with leading carriers and a variety of solutions including fixed schedules on daily flights, consolidation services in warehousing facilities and Nirvana Travel & Tourism ensures that our customers' urgent cargo needs are met on a daily basis.

## Land Transportation

With the full capability to meet every customer's business-specific requirements, Nirvana Land Transportation is one a stop solution for international, domestic and GCC groupage logistics services.

Our Land Freight gives various ranges of services for all kinds of Road Cargo Transport.

By optimizing routes and modes we transform your transportation grid into a competitive advantage.





# Hajj & Umrah

We combine authenticity with innovation while celebrating true Emirati values and traditions.

Driven by our deeply rooted origins and commitment to delivering the highest standards of service, We have successfully distinguished ourselves in the world of hospitality by designing special Hajj and Umrah packages, and organizing Hajj and Umrah groups. We have consistently moved towards evolution and excellence in Hajj and Umrah services to ensure the best possible experience during the pilgrimage.

Forged with mutual trust, We have built a vast network of clientele and strong relationships that include; citizens, residents, and high ranking governmental and private institutions. We provide our clients with everything they need in the most efficient and suitable manner through partnerships with key Saudi Arabian companies, hospitality facilities, and luxurious hotels in the Holy Lands.

Our permanent representatives in Makkah and Medina deliver our promise of convenience and excellence. Additionally, our designated staffs are also on hand to welcome clients in KSA's airports to facilitate seamless Hajj and Umrah procedures for them.

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## Our Services for Hajj & Umrah

- Airline ticket booking.
- Providing and booking private jets.
- Organizing tours to the holy sites in Makkah and Medina.
- Organizing tours for scientific and historical purposes to key cities and locations around KSA, including shopping and entertainment trips to Jeddah, and recreational trips to Abha.
- Administrative and technical staff, medical services and religious guidance teams are available throughout the trip.
- Availability of different modes of transportation including private cars, VIP cars, Limousines, and modern buses.
- Escort services from VIP lounges in UAE and KSA airports.
- VIP services and special services for people of determination.
- Support services for Hajj and Umrah travelers throughout their visit.





## Our Sister Company


# Nirvana Over the World

Nirvana Over the World (NOW) is an advanced travel service created specifically for B2B wholesales, travel agencies, OTAs and DMCs. The cutting-edge platform offers businesses new and innovative solutions to increase operational agility, upgrade business activities and services in order to improve bottom-line results. The platform also generates instant reports and responds automatically to delays and cancellations.

With a team of professionals ready for round-the-clock online and offline assistance, NOW cuts down on waiting times and enables a seamless experience even in the case of last-minute itinerary changes.







Connected to a network of leading industry OTAs and over 50,000 hotels globally, our easy-to-use aggregator gathers a wide range of offerings in one platform, allowing your agents to:

- Speed up search queries
- Complete and modify bookings
- Compare prices from our network partners
- Respond to delays, or cancellations

With worldwide access to:

- Flights and Hotel Bookings
- Excursions
- Transportation and Car Rental
- Theme Parks, Sports Events, Concert Tickets and so much more...

With N.O.W. you can easily book a one-off travel service or a fully dynamic package even with last minute availability.

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# Nirvana Global Travel

Nirvana Global Travel is the business travel management arm of Nirvana Holding, providing all-inclusive services to clients worldwide. The suite of offerings include special airfares, hotel accommodations, leisure travel, car rentals, visa processing, venue bookings and more. Backed by cutting-edge technology – Nirvana Global Travel leads the corporate travel segment by implementing a corporate-focused booking platform. The platform seamlessly integrates company travel policy, expense management and customization with dedicated consultations and 24x7 crisis support.

With a global network of trusted partners, Nirvana Global Travel ensures a unique platform for corporate travellers and delivers world class customer service across all markets.





# Nirvana Tours & Logistics

Nirvana Tours and Logistics is a specialized tours and logistics company based in the UAE, with headquarters in Abu Dhabi. As a part of Nirvana Holdings, the company draws on a wealth of experience in the travel market to offer unique, quality services to corporate and retail clients all over the country and internationally.

The company professionally manages hotel booking, transportation, event management, group tours and more.

In 2021, the air, land and sea freight unit of Nirvana Tours and Logistics was established to spearhead the company's commitment to addressing logistics needs while offering the same level of quality care as expected from a member of the Nirvana Holdings Group.

- Experienced in Tours and Logistics since 2007
- Trusted by UAE government, private and international clients
- Specialized fleet of cars and highly experienced team





# Awards And Accreditations

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1

World Travel Awards 2016 Middle East's Leading Tour Operator Nirvana Travel & Tourism



2

World Travel Awards 2016 United Arab Emirates' Leading Business Travel Agency Nirvana Travel & Tourism



3

World Travel Awards 2016 United Arab Emirates' Leading Destination Management Company Nirvana Travel & Tourism



4

World Travel Awards 2016 World's Leading Luxury Tour Operator Nirvana Travel & Tourism



5

World Travel Awards 2016 Middle East's Leading Tour Operator Nirvana Travel & Tourism



6

World Travel Awards 2017 Middle East's Leading Tour Operator Nirvana Travel & Tourism



7

World Travel Awards 2017 Middle East's Leading Tour Operator Nirvana Travel & Tourism



8

World Travel Awards 2017 United Arab Emirates' Leading Business Travel Agency Nirvana Travel & Tourism



9

World Travel Awards 2017 United Arab Emirates' Leading Tour Operator 2017 Nirvana Travel & Tourism



10

World Travel Awards 2017 Abu Dhabi's Leading Business Travel Agency 2017 Nirvana Travel & Tourism





World Travel Awards 2018 Abu Dhabi's Leading Business Travel Agency  
Nirvana Travel & Tourism



World Travel Awards 2018  
Middle East's Leading  
our Operator  
Nirvana Travel & Tourism



World Travel Awards 2018  
United Arab Emirates'  
Leading Business Travel Agency  
Nirvana Travel & Tourism



World Travel Awards 2018  
United Arab Emirates'  
Leading Destination Management Company  
Nirvana Travel & Tourism



World Travel Awards 2018  
United Arab Emirates'  
Leading Tour Operator  
Nirvana Travel & Tourism



World Travel Awards 2018  
World's Leading  
Luxury Tour Operator  
Nirvana Travel & Tourism



World Travel Awards 2018  
World's Leading  
Tour Operator  
Nirvana Travel & Tourism



World Travel Awards 2019  
Abu Dhabi's Leading  
Business Travel Agency  
Nirvana Travel & Tourism



World Travel Awards 2019  
Abu Dhabi's Leading  
Chauffeur Company  
Nirvana Travel & Tourism



World Travel Awards 2019  
Dubai's Leading  
Chauffeur Company  
Nirvana Travel & Tourism







# UAE AWARDS

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02-12-1971 By The Union Of The United Arab Emirates



Movies Production Nirvana Travel And Tourism



UAE 2013 FIFA U17 World Cup



The Gulf Cup Nirvana Travel & Tourism UAE FA



Best Luxury Tour Operator UAE 2017 International Finance Magazine Awards



General Authority For Sports



St. Regis Dubai W Dubai Al Habtoor City The Westin Dubai Al Habtoor City Thank You Nirvana Travel



Permanent Committee For Haj & Omrah



Ministry Of Cabinet Affairs & The Future Prime Minister Office



Al Ain Film Festival AFF2020



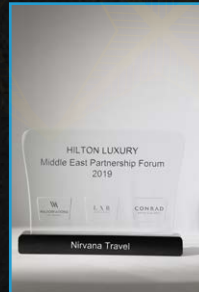
# OUR SUPPLIERS AWARDS

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Sheraton Abu Dhabi Hotel & Resort Starchoice Event May 2014 Booker Of The Year



Hilton Luxury Middle East Partnership Forum 2019 Nirvana Travel



INTERCONTINENTAL ABU DHABI PRESENTED TO NIRVANA TRAVEL INTERCONTINENTAL ABU DHABI AWARDS 2011



Air Canada Award Of Excellence 2017 Nirvana Travel



Bab Al Qasr Hotel Appreciation Award 2019 Nirvana Travel & Tourism



Appreciation Award Presented to Nirvana Travel recognition for your valuable support and commitment for the year 2017 Al Raha Beach Hotel



Millennium Hotels And Resorts Millennium & Copthorne You Are The Center Of Our World



Intercontinental Abu Dhabi Appreciation Award 2018 Nirvana Travel & Tourism



Riyadh Marriott Hotels Outstanding Partnership



Arabian Business Mr. Alaa Al Ali CEO Nirvana Travel & Tourism





Movenpick Hotels & Resorts  
Nirvana Travel Thank You 2013



Plaque Of Appreciation Awarded  
To Nirvana Travel & Tourism In  
Recognition Of The Third Best Sales  
Achieved In 2012 Turkish Airlines



Austrian With Appreciation We  
Present This Award To  
Nirvana Travel



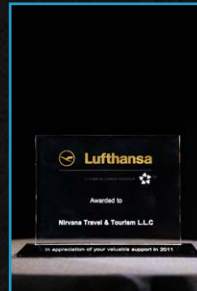
Crowne Plaza Abu Dhabi Best  
Supporter Award Nirvana Travel  
Thank You for Your Continuous  
Support To Crowne Plaza  
Abu Dhabi May 2009



In Appreciation Of Your  
Continuous Support  
Nirvana Travel



Egyptair



Lufthansa A Star Alliance Member  
Awarded To Nirvana Travel &  
Tourism In Appreciation Of Your  
Valuable Support In 2011



Proudly Present This Award To  
Nirvana Travel & Tourism We Are  
Grateful For Your Support And  
Loyalty Shown To Us Throughout  
The Year 2013 Ayla Hotel, Al Ain



Hahn Air Top Selling Agency  
2017 In United Arab Emirates  
Nirvana Travel



Millennium Hotel Abu Dhabi  
Presented To Nirvana Travel In  
Recognition Of 2010 Support To  
Millennium Hotel - Abu Dhabi

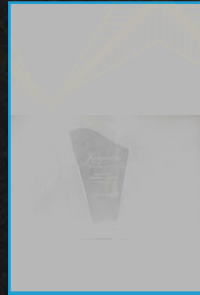




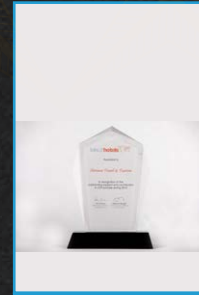
IHG Crowne Plaza & Staybridge Suites Abu Dhabi Yas Island Nirvana Travel & Tourism Top Partner 2018



Dusit International 2015 Nirvana Travel In Appreciation Of Your Outstanding Support



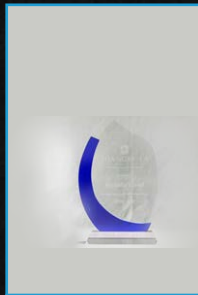
Kempinski Hoteliers since 1897 Sales Excellence Achievement Award 2017 Presented to Nirvana Travel



Lots of Hotels Awarded to Nirvana Travel & Tourism In recognition of the outstanding support and contribution



The Emirates Center for Strategic Studies and Research



Shangri-La Hotels and Resorts Presented to Nirvana Travel. In recognition of your outstanding business 2017.



Lufthansa Awarded To Nirvana Travel & Tourism In Appreciation Of Your Valuable Support In 2013



Travel Leaders, Nirvana Travel & Tourism A Proud Travel Partners Since 2019



MELIA Hotels International is Proud to Announce Nirvana Travel is one of the Top Producing Travel Agencies 2015



HH Sheikh Mansoor Bin Zayed Al Nahyan Global Arabian Horse Flat Racing Festival





Mirage 2000-9 First Ferry to UAE  
26th of April 2003



The Luxury Circle, In recognition  
of Nirvana Travel and Tourism's  
membership 2016-2017



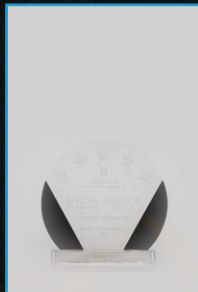
Nirvana Travel Crowne Plaza Abu  
Dhabi Yas Island  
"Thank you for your Support"



Nirvana Travel & Tourism Llc  
AED300 Million Senior Secured  
Facilities Revolving Loan AED210  
Million & Letter Of Guarantee  
AED90 Million



Royal M Hotel & Resort Abu Dhabi  
Recognition Award Presented To  
Nirvana Travel And Tourism An  
Appreciation For Partnership And  
Support Given This 27 March 2019



Address Hotels Resorts Vida Hotels  
and Resorts Rove Hotels Part of  
Emdar Hospitality Group Premier  
Partner Recognition  
2019 Nirvana Travel



GTA Congratulations and thank  
you to the management and staff  
of Nirvana Travel and Tourism  
For the excellent results



Time Hotels Proudly Presented To  
Our Partner Nirvana Travel Best  
Producer 2013



The Yas Hotel



Starwood Hotels And Resorts  
Leading Travel Partner 2013  
Nirvana Travel





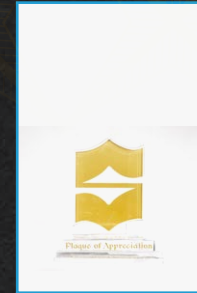
Lufthansa Awarded to Nirvana Travel & Tourism in appreciation of your valuable support in 2012



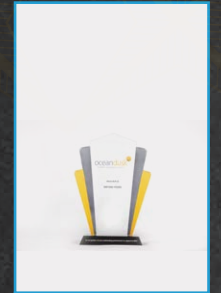
30 Years Dubai Cares Amadeus Nirvana Travel & Tours By adopting a school in the Republic of Senegal



Europcar Top Performer Presented to Nirvana Travel & Tourism In Appreciation of Your Excellent Support & Partnership 2017



Shangri-La Hotel, Qaryat Al Beri, Abu Dhabi Plaque of Appreciation Nirvana Travel & Tourism



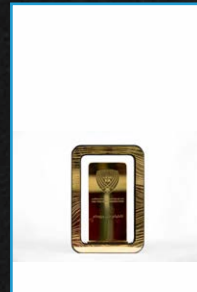
Oceanadusk Global Wholesale Travel Awarded to Nirvana Travel In recognition of your outstanding performance & support in 2014



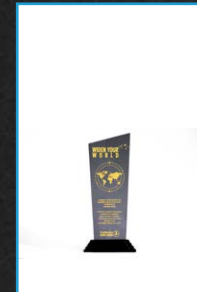
Presented to Nirvana Travel & Tourism Anantara Eastern Mangroves



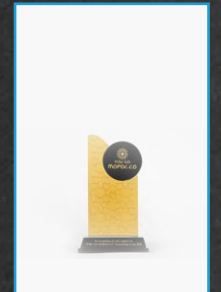
MEA Top Agent Award 2017 Nirvana Travel



UAE FA UAE Football Association



Widen your World Plaque of Appreciation for "Ranking 2nd in Total Sales" Presented to Nirvana Travel Presented in Expression of Our Deepest Gratitude



Arabian Business Mr. Alaa Al Ali CEO Nirvana Travel & Tourism



# OUR CERTIFICATE

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## Our Team

Nirvana Travel & Tourism is home to a multicultural team of highly skilled and experienced staff who expertly cater to our diverse client portfolio. Each of our employees embodies Nirvana's values of genuine customer care, commitment to excellence, integrity, ingenuity, reliability, transparency, and empowerment.

We foster a culture of respect, collaboration, and continuous learning - which is a key reason why some of our incredible staff members have stayed on since Day One. Our sales and operations team stays abreast of the latest industry trends to give our clients the best ideas, options, itineraries, and destinations.

Our offices operate with the rhythm and precision that one expects an industry leader. A combination of the right people and a leading-edge system has enabled Nirvana to transform into a well-oiled, capable machine. And that's why our travel products and services remain first-class for our discerning and ever-growing clientele.









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