# HOLDING

A Whole New World



# Welcome!

At Nirvana Holdings, travel is a perfectly connected industry. The companies under its banner function effortlessly as part of a greater whole, much like a beehive.

Each member of the Holdings functions efficiently in its own field of expertise, while drawing on the strength of the group to grow and thrive together.

#### About us

Nirvana Holdings was established in January 2021 with the sole purpose of overseeing the sustainable international growth and the expansion of its four large-scale independent entities, Nirvana Travel & Tourism, Nirvana Global Travel, Nirvana Over the World and Nirvana Tours & Logistics. As the leading Travel and Tourism Management Company in the UAE, Nirvana Holdings aims to grow further on a scale as yet unsurpassed by competitors in the region.

In order to build a seamless global ecosystem, the company implements an innovative approach that is well backed by strong corporate leadership. Key aspects of the process include,

- Integrating state-of-the-art technology
- Expanding current global relationships
- Partnering with new international suppliers
- Implementing world-class management platforms

All brands under the Nirvana Holdings group undergo constant modernization and development that allows for cohesion across businesses and equitable, sustainable returns for all.





# o our vision

To be the one of the world's leading & diversified hospitality groups



- Resource, coach and develop our people
- Maintain an open and transparent relationship with our partners
- Invest in best of technology for greater customer experience
- Create reliable and caring experiences for our partners and customers
- Expand partnerships across the world to provide for "all in" customer expectations
- Evolve with market trends, identifying opportunities, investing & expanding

# Our values

- Transparent
- Creative and Innovative
- Caring
- Next Generation
- Diversified
- Entrepreneurial





# H.E. Mohamed Thaaloob 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.

Moharmed Thaaloob



#### 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.



#### Alaa Al Ali Group CEO

With a nearly -30year 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.





### 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.



## **Our Entities**













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 40 global branches and a dedicated team of 400 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 the region's most trusted travel management companies.











#### 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 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. Dedicated, highly qualified account managers are assigned to each business for constant follow-ups and to increase operational efficiency.

#### NOW's key services include:

- Hotel accommodation across segments
- All types of transport services including, flights, limo services, car rental, train, cruise, yachts, helicopters etc.
- Excursions such as theme parks, sporting events, concerts, performances etc.
- Airport assistance and VIP lounge access
- Global Visa services
- MICE









# Nirvana Tours & Logistics

Nirvana Tours and Logistics is a specialized travel 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, Nirvana Tours and Logistics expanded their offerings 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 vehicles and highly experienced team





# **ACTIONS** SPEAK LOUDER THAN WORDS!





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



World Travel Awards 2016 United Arat Emirate's Leading Business Travel Agency Nirvana Travel & Tourism



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



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



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



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



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



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



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



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







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



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



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



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



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



World Travel Awards 201
World's Leading
Tour Operator
Nirvana Travel & Tourism



World Travel Awards 201
Abu Dhabi's Leading
Business Travel Agency
Nirvana Travel & Tourism



World Travel Awards 2019
Abu Dhabi's Leading
Chauffeur Company
Nicyana Travel & Javism



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



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



World Travel Awards 2019

Middle East's Leading

Tour Operator

Nirvana Travel & Tourism



World Travel Awards 2019
United Arab Emirates' Leading
Destination Management Compar
Nirvana Travel & Tourism



World Travel Awards 2019
United Arab Emirates'
Leading Tour Operator
Nirvana Travel & Tourism



World Travel Awards 2019
World's Leading Tour Operator



World Travel Awards 2019
World's Leading
Business Travel Agency



World Travel Awards 2015
World's Leading
Luxury Tour Operator
Nirvana Travel & Tourism



World Travel Awards 2020 World's Leading Business Travel Agency Nirvana Travel & Tourism



World Travel Awards 2020
World's Leading
Luxury Tour Operator



World Travel Awards 2020
World's Leading
Tour Operator
Nirvana Travel & Tourism





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Movies Production Nirvana Travel And Tourisn



UAE 2013 FIFA U17 World Cup



The Gulf Cup Nirvana Travel & Touris UAE FA



Best Luxury Tour Operator
UAE 2017 International Finance



General Authority For Sports



St. Regis Dubai W Dubai Al łabtoor 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





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















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



Intercontinental Abu Dhab Appreciation Award 2018 Nirvana Travel & Tourism



Riyadh Marriott Hotels Outstanding Partnership



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













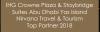














Dusit International 2015 Nirvana Travel In Appreciation Of You Outstanding Support



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



Lots of Hotels Awarded to Nirvana Tavel & 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 206 2017.



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



Travel Leaders\_Nirvana Travel & Tourism A Proud Travel Partner 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











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







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



ine ras notei



Starwood Hotels And Resorts Leading Travel Partner 2013 Nirvana Travel



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



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





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



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



Presented to Nirvana Travel & Tourism nantara Eastern Manaroves



MEA Top Agent Award 201 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





















































United Arab Emirates's Leading Tour

Operator 2015

Nirvana Travel & Tourism

This certifies that the holder has been voted the winner in this category by the voters of the 22<sup>rd</sup> annual World Travel Awards.







United Arab Emirates's Leading

Destination Management Company

2016

Nirvana Travel & Tourism This certifies that the holder has been voted the winner of this award by the voters of the 23<sup>rd</sup> annual World Travel Awards.













www.nirvanaholding.com