## 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 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

# SHAREHOLDERS



#### **H.E Mohamed Thaaloob**

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.



#### Alaa Al Ali

#### Founder, Shareholder, Group CEO

Mr. Alaa Al Ali is a visionary leader and a strategic thinker, with a career that ignited in the dynamic landscape of tourism and hospitality in Abu Dhabi, back in 2007. Mr. Al Ali has consistently demonstrated unparalleled acumen and insight throughout his journey.

His achievements resonate not only locally but also regionally and globally, painting a picture of a leader who transforms challenges into triumphs.

Steering through diverse new sectors including commerce, communication, technology, and his latest involvement in Artificial Intelligence, Mr. Al Ali has displayed a remarkable ability to adapt and excel.

His indomitable spirit and pioneering approach inspire not just his teams, but also the industry at large. With this record, Mr. Al Ali is all set to chart new territories of success for our organization, leaving an indelible mark on the realms of business and beyond.



#### Group CEO message

Leadership and diversification are our compasses in this dynamic landscape. Leadership reflects our commitment to innovation and change. Diversification showcases our adaptability and resilience.

As we lead, we pledge to enhance the UAE's economy through innovation, local partnerships, sustainability, and community engagement. Together, we'll shape an even brighter future.

Alaa Alali

**Group CEO** 

#### **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 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 201 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 Nirvano 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 Nirvana Travel & Tourism



World Travel Awards 2018
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 & Tourism



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
Nirvana Travel & Tourism



World Travel Awards 2019
World's Leading
Luxury Tour Operator



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 Tourism



UAE 2013 FIFA U17 World Cup



The Gulf Cup Nirvana Travel & Tourist UAE FA



Best Luxury Tour Operator
UAE 2017 International Finance



General Authority For Sports



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



Permanent Committe For Haj & Omrah



Affairs & The Future
Prime Minister Office



Al Ain Film Festival AFF202





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





















Agency
Agency
Emirates
Recognition 07 (2010 Suppo







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 a 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 1 Our Partner Nirvana Travel Bes Producer 2013



The Yas Hotel



tarwood 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.



















www.nirvanaholding.com