



NIRVANA

H O L D I N G

A Whole New World

About us

Nirvana Holding was established in 2021 to oversee the international growth and expansion of its four large-scale independent entities, Nirvana Travel & Tourism, Nirvana Over the World, Nirvana Tours & Logistics, and Nirvana MICE. Through these 4 entities, Nirvana Holding positions itself as a one stop shop for all your travel and logistics needs.

With the objective of creating a one stop solution for all travel and logistics needs, Nirvana Holding and its subsidiaries focus on:

- Developing state of the art travel and logistics platforms
- Creating strategic partnerships with suppliers across the globe
- Ensure delivering the highest quality of services

With our clients being our first priority, Nirvana holding always ensures that it's services and solutions are tailor made to fit our clients requirements.



Our vision

To become among the world's most pioneering and diversified travel and tourism groups.

Our values

- Innovation
- Operational Excellence
- Transparency
- Accountability
- Collaboration



Our mission

- To empower our people through continuous learning, leadership opportunities, and growth—because exceptional teams create exceptional journeys.
- To cultivate trust with our partners through transparency, collaboration, and shared success.
- To harness cutting-edge technology that elevates every customer interaction, making travel seamless and unforgettable.
- To deliver personalized, reliable service—because every journey should be as caring as it is extraordinary.
- To forge global partnerships that exceed expectations, offering truly end-to-end travel experiences.
- To lead with agility, anticipating trends and innovating boldly—so we shape the future of travel, not just follow it.



CEO MESSAGE

Omar Al Ali

At Nirvana, we are proud to deliver services that go beyond expectations. Since our inception in 2007, our unwavering focus has been on one promise: placing customer satisfaction at the heart of everything we do. Every interaction is thoughtfully designed to create lasting, meaningful memories.

With a team of industry specialists, we bring together extensive expertise across every facet of the travel and tourism sector. Through our global strategic partners, international representation, and state of the art technology, Nirvana Holding is your strategic partner in all you travel, logistics, and event management requirements.

At Nirvana, we don't just provide you with a service, but rather a solution that facilitates your daily operations to achieve your strategic objectives.

Omar Al Ali
Chief Executive Officer





NIRVANA
TRAVEL AND TOURISM

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 has become one of the largest and most renowned management companies in the UAE and the Middle East, with +80 global branches and a dedicated team of 700 professionals.

Key services include travel management and planning, innovative corporate travel solutions, visa processing, concierge assistance, event logistics, retail and wholesale services, and first class and VIP services for diverse private, government and semi-government clients.

Nirvana Travel and Tourism's strong global presence, state-of-the-art technology and highly skilled staff set it apart from other players in the market. Over the years, the company has consistently delivered world-class service, unparalleled attention to detail and diligence, resulting in a solid reputation as one of the most trusted travel management companies in the region.





Where Your Sea Adventure Begins

An exclusive gateway for sea enthusiasts, allowing them to become part of a first-rate Boat club that prides itself on catering to boating and maritime activities, ensuring a unique experience that combines luxury and high performance with reasonably priced plans.

At Nirvana Boat Club, we take leisure boating to another level and provide you access to an exclusive collection of the latest brand-name, state-of-the-art boats, along with a variety of tailored memberships. This is in addition to amenities and services that ensure a seamless experience suited for those who value luxury and convenience while pursuing their passion for boating.

SERVICES

- Relaxed, Hassle-Free Boating
- Cutting-Edge Boat Models (2024-2025)
- Global Brand-Name Boats
- State-of-the-Art Marina
- Exclusive Member-Only Marina
- Flexible Membership Plans
- Smart Mobile App
- Exclusive Houseboat Access
- Corporate Membership Options
- In-House Licensing
- Expert Marina Team
- Premium Membership Perks
- Professional Captains



now
nirvana
OVER THE WORLD

Nirvana Over the World (NOW) is an advanced travel service created specifically for B2B wholesales, travel agencies, OTAs and DMCs. This cutting-edge platform offers businesses new and innovative solutions to increase operational agility, as well as to 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, trains, cruises, yachts, helicopters, etc.
- Excursions such as theme parks, sporting events, concerts, performances, etc.
- Airport assistance and VIP lounge access
- Global visa services





Nirvana Tours and Logistics is a specialized travel company based in the UAE, with its headquarters in Abu Dhabi. As part of Nirvana Holding, 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 bookings, transportation, event management, group tours, and more.

In 2021, Nirvana Tours and Logistics expanded its offerings and services to spearhead the company's commitment to addressing evolving logistics needs, while offering the same level of quality care as expected from a member of Nirvana Holding.

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





Nirvana MICE, a distinguished member of Nirvana Holding, is a powerhouse in event management, setting new standards of excellence. Since our inception in 2020, we have specialized in meetings, incentives, conferences, and exhibitions that drive innovation, foster connections, and shape the future of industries.

Through our headquarters in Abu Dhabi and Dubai, we deliver bespoke solutions for regional and global clients, combining visionary concepts with seamless execution. From high-profile exhibitions to impactful conferences, our expertise and commitment ensure every event exceeds expectations.

- Destination Management Services
- Event Marketing and Communication
- Meetings and Events Planning
- Conference and Exhibition Management

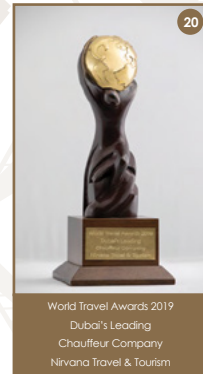
SERVICES

- Crafting Impactful, Future-Focused Event Profiles
- Managing Regional and Global Exhibitions and Conferences
- Partnering with Global Event Leaders, Service Providers, and Associations
- Strategic Multi-Industry Event Consulting and Planning



INTERNATIONAL AWARDS







UAE AWARDS



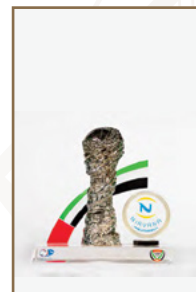
02-12-1971 By The Union Of The United Arab Emirates



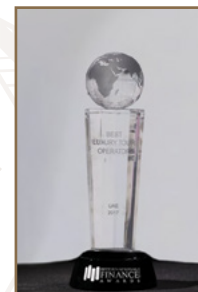
Movies Production
Nirvana Travel And Tourism



UAE 2013
FIFA U17 World Cup



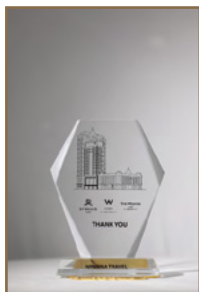
The Gulf Cup
Nirvana Travel & Tourism
UAE FA



Best Luxury Tour Operator
UAE 2017 International Finance
Magazine Awards



General Authority For Sports



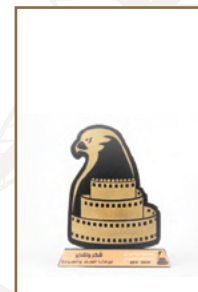
St. Regis Dubai W Dubai Al
Habtoor City The Westin Dubai Al
Habtoor City Thank You
Nirvana Travel



Permanent Committee
For Hajj & Omrah



Ministry Of Cabinet
Affairs & The Future
Prime Minister Office

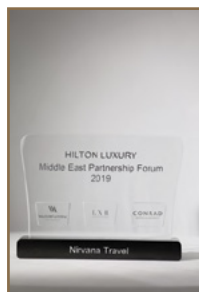


Al Ain Film Festival AFF2020

OUR SUPPLIER AWARDS



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



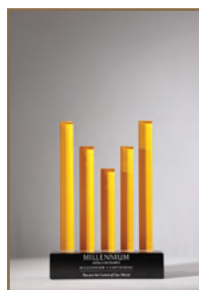
Air Canada
Award Of Excellence 2017
Nirvana Travel



Bob Al Qasr Hotel
Appreciation Award 2019
Nirvana Travel & Tourism



Appreciation Award Presented to
Nirvana Travel, in 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



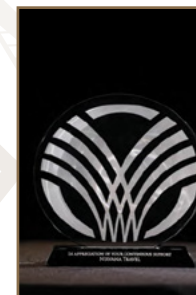
Plaque Of Appreciation Awarded
To Nirvana Travel & Tourism In
Recognition Of The Third Best Sales
Achieved In 2012 Turkish Airlines



Austrian With Appreciation We
Present This Award To
Nirvana Travel



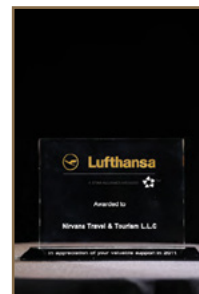
Crowne Plaza Abu Dhabi Best
Supporter Award Nirvana Travel
Thank You for Your Continuous
Support To Crowne Plaza
Abu Dhabi May 2009



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 2013



Proudly Present This Award To
Nirvana Travel & Tourism We Are
Grateful For Your Support And
Loyalty Shown To Us Throughout
The Year 2013 Ayta 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



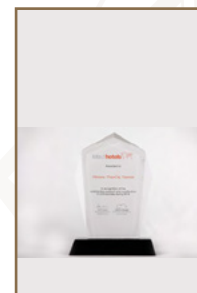
IHG Crowne Plaza & Staybridge Suites Abu Dhabi Yas Island
Nirvana Travel & Tourism
Top Partner 2018



Dusit International
2015 Nirvana Travel
In Appreciation Of Your
Outstanding Support



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



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



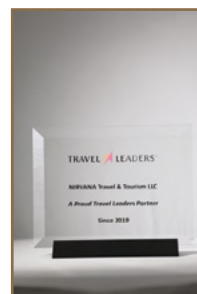
The Emirates Center for Strategic
Studies and Research



Shangri-La Hotels and Resorts
Presented to Nirvana Travel. In
recognition of your outstanding
business 2016-2017.



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



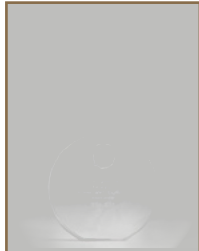
MELIA Hotels International is Proud
to Announce Nirvana Travel is
one of the Top Producing Travel
Agencies 2015



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



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 Lic
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 27 March 2019



Address Hotels Resorts Vida Hotels
and Resorts Rove Hotels Part of
Emaar 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



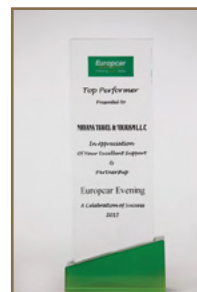
Starwood Hotels and Resorts
Leading Travel Partner 2013
Nirvana Travel



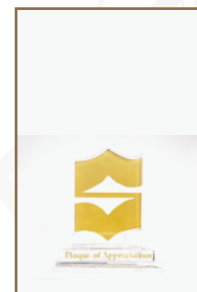
Lufthansa Awarded to Nirvana Travel & Tourism in appreciation of your valuable support in 2012



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



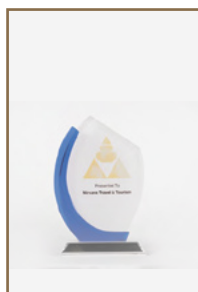
Europcar Top Performer Presented to Nirvana Travel & Tourism In Appreciation of Your Excellent Support & Partnership 2017



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



Oceandusk 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 CERTIFICATES









Contacts

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