

*Over a century
of tradition*



Overview - Yusuf Bin Ahmed Kanoo Group

The Kanoo Group is one of the largest independent, family owned, group of companies in the Gulf region. Established in Bahrain in 1890 by Haji Yusuf Bin Ahmed Kanoo, it grew from its early trading and shipping business to become one of the most diversified and highly regarded business houses in the gulf region and beyond.

The Group has operated extensively in the Kingdom of Saudi Arabia, United Arab Emirates and Oman since the early 1960's. The Kanoo Group is greatly respected for the ability to combine traditional values with a global vision and has always been linked to the progress and development of the entire region.



The Kanoo Group is a diversified business conglomerate with business activities across the world's most dynamic industries from Shipping, Travel, Holidays, Machinery, Oil and Gas, Power and Industrial Projects to Exhibition Services, Courier Services, Logistics, Speciality Chemicals and Business Centres and other retail and commercial activities.

In addition, the Kanoo Group has a remarkable history in forming joint ventures with world class companies serving the service and industrial sectors such as Norwich Union Insurance, Mearsk, BASF, Johnson Arabia, Akzo Noble, Freight Works and others.

The Kanoo Legend is a multigenerational history of energy, productiveness, success and above all the shared satisfaction of making a difference in the world through philanthropy and serving the community in all possible means. Kanoo takes pride in its past and looks forward with confidence to the future with a renewed commitment to maintain and enhance the services and products offered to its business partners.

Pioneers of the Gulf's travel industry



Kanoo Travel

The Kanoo family's involvement in air travel goes back to 1937 when the company provided refuelling facilities in Bahrain for Imperial Airways' seaplanes en route to India and Australia. In 1947 Kanoo Travel pioneered the travel industry by becoming the first IATA agency in the Gulf.

Today, Kanoo Travel is the largest Travel Company in the Middle East, with a team of travel specialists, operating a network of over 180 offices in the region, and through a global network of world class travel partners. Kanoo Travel provides the most comprehensive and specialized services in the travel industry with unmatched quality awards and achievements that guarantees the highest levels of customer satisfaction.

With a network of offices in Bahrain, Saudi Arabia, United Arab Emirates, Oman and Qatar, Kanoo Travel offers a unique level of geographical spread to its valued corporate and retail clients in the gulf. In addition, the Kanoo's have also entered into the Egypt travel market in partnership with American Express Travel Services Egypt and recently acquired a strong network of established travel and foreign exchange shops in United Kingdom and France.



Our Territories:

- Bahrain
- Saudi Arabia
- Dammam
- Riyadh
- Jeddah
- United Arab Emirates
- Dubai
- Abu Dhabi
- Sharjah
- Oman
- Qatar
- Egypt
- Cairo
- Alexandria
- Luxor
- United Kingdom
- France



Airline Service (GSA's)

The General Sales Agent (GSA) division of Kanoo Travel provides a range of services to support the distribution, sales and marketing activities of over 30 principal international carriers.

The Airline Affairs division is specifically tailored to complement individual airline requirements, and is supported by a multi-lingual team of highly trained and experienced staff. It provides airline principals the 'legal entity' to establish a commercial presence and the right to trade. This includes market distribution, financial set-up, licensing, hassle-free sponsorship, search and assistance with office/retail space and/or full employee resource related services like recruitment, payroll and accommodation.

Services offered to our airline partners:

- Extensive marketing, sales and distribution support
- Effective field sales representation
- Identify and support Special Prorate Agreements
- Dedicated reservations staff / Branded airline offices
- Effective accounting back-ups and automated accounting infrastructure
- Immediate access to key segments of the market e.g. corporate travel, leisure and retail
- Development, distribution and promotion of leisure/holiday packages for airline principals

Services offered to travel agents:

- BSP/CIP/Ticket stock / Credit facility
- Tactical and innovative marketing communications support
- Regular product updates/briefings on new GSA products
- Field sales support
- Distribution of airline products



Our Strengths

- First ISO accredited travel agency in the Middle East region
- First IATA accredited travel agency in the Middle East region
- Global association with our international partner – American Express Travel Services
- Over 180 IATA locations
- Over 1000 multinational, skilled associates
- GSA's for over 30 major international airline and hotel partners
- Meet and Assist services at major international airports in the region
- 24 hours Call Centre – 'ETS' Emergency Travel Services
- Interactive web site www.kanootravel.com
- Dedicated leisure travel department
- Sound financial standing
- Kanoo Travel branches at Bahrain Airport and King Fahd International Airport Dammam, Saudi Arabia
- Worldwide Customer Care network

Kanoo Corporate

Specifically established to take over the responsibility of planning and managing the travel requirements of your company whilst providing convenience to your travellers and adding value to your travel spend.

Kanoo Corporate brings a new way of working and developing innovative solutions to deliver superior corporate services to companies across the region. At Kanoo Corporate we are dedicated to making sure your company gets maximum value for your corporate travel budget so that you succeed. That is the Kanoo Corporate difference.

Our reputation for service excellence has been proven time and time again. It is not only the many awards we have won over the years that stand testament to this fact, but also our clients. With an impressive portfolio that encompasses multinational corporations and national companies, Kanoo Corporate has long been delivering solutions to some of the most prestigious corporations in Middle East.

*Corporate Travel
Management*

- Regional Travel Management Solutions
- Key Account Management and Relationship Management
- Detailed Management Information Reports
- Travel Consultancy and Policy Development
- Implant Travel Services
- Our expertise is also used to reduce cost in areas from service delivery and strategic supplier negotiations, right through to individual traveller itineraries
- E Travel Management Solutions



24 Hour Emergency Travel Services

With a proven track record of stability, experience and delivering quality service, our philosophy is to focus on offering a comprehensive and extensive range of services which deliver real value to our clients.

In 2003, Kanoo Travel became the first travel company to launch a 24 hours call Centre that provided emergency travel services, flight information, hotel bookings and event management services to the Gulf's travel market.

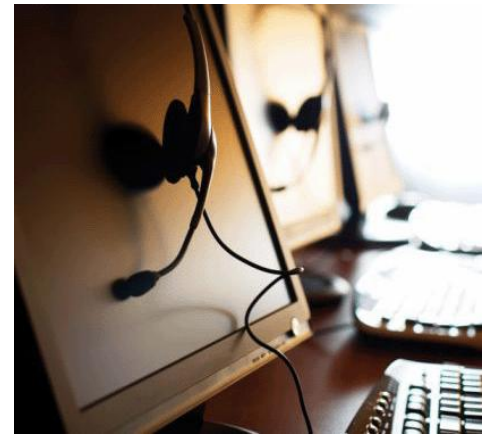
The call Centre has since grown from strength to strength and now offers customized service modules to large corporate institutions that require regional travel management solutions.

Staffed with experienced multi-lingual associates and equipped with 'state of the art' telecommunication systems, the call Centre is certainly an integral part of Kanoo Travel's unique service offering to its clients.

Features of our Call Centre:

- Air, Car and Hotel booking facility
- Multi lingual travel associates
- 24 hour operation
- Networked to all Kanoo Travel outlets across the region
- Detailed call statistics
- Emergency travel document issuance
- Toll free lines from United Arab Emirates, Saudi Arabia and Bahrain
- Access to traveller profiles
- Call monitoring / recording
- Experienced staff

With the Kanoo Travel 24 hour Call Centre based in Doha and Bahrain you also have the benefit of around-the-clock travel support. Day or night, our consultants can assist you with emergency services such as last-minute changes to existing travel itineraries, hotel bookings, air tickets, travel insurance and car rental. The well-being of you and your travellers is always our priority!





International Partnership

Kanoo Travel and American Express Travel Services

In 1980, Kanoo Travel started to represent American Express (the largest Travel Management Company in the world) in Bahrain and Dubai solely as the travel representative. And in the 1990's Kanoo Travel worked with Rosenbluth (the 3rd /4th largest Travel Management Company in the world) in Saudi Arabia.

Kanoo Travel then signed a master franchise agreement with American Express that covers all of North Africa, the Levant, GCC including Iraq and the CIS countries.

The growing relationship continues until today. Kanoo Travel is working very hard with the American Express Travel Service Network throughout the Middle East by identifying and acquiring like-minded member agencies into the Kanoo Travel/American Express Middle East Franchise programme.

In addition to the marketing advantages of affiliation with the Franchise programme, member agencies have access to enhanced products, training, quality programmes, and business best practices. This Franchise opportunity has significant impact on the travel business, and helps the partners develop and gain vastly improved benefits.

The partnership with Kanoo Travel reinforces American Express' confidence in the future of the travel market and its commitment to developing its business in the Middle East. This master franchise strategy places both companies in a strong position to expand service capabilities in the region and provides other Middle East travel agencies an opportunity to build their businesses with one of the world's most respected service brands.

Understanding the importance of having the best global travel company on their side, it has resulted into significant growth within the company both in terms of income and profit. More importantly, Kanoo Travel has added jobs for their nationals around the Gulf Region where 70% of the employees working in the company are locals. Not to mention that in Saudi Arabia there is 'in-house training' that is set up where the locals are educated in the company. In Bahrain 75% of the employees working for the company are Bahrainis. Thus, indirectly, the businesses have added money into the economies that they work with.



Kanoo Holidays – Leisure Travel Services

A specialist division of Kanoo Travel, the largest travel company in the Middle East, combining the collective expertise of a team of consultants with varied experience, Kanoo Holidays offers a comprehensive range of holiday products and services spanning all the essential holiday experiences from family fun and relaxation to honeymoon and adventure packages.

Kanoo Holidays operates across the region through the Kanoo Travel office network as well as dedicated offices in Riyadh, Jeddah, Al Khobar, Bahrain, Qatar, Oman and UAE.

With Kanoo Holidays offers, customers are exposed to an exciting choice of holiday packages and destinations with the best value in terms of travel, accommodation and related services. From exotic new destinations to special holiday packages ranging from the exclusive to the popular, Kanoo Holidays caters to the special interests of customers such as shopping, culture, relaxation and adventure.

- Luxury Cruises
- Short Getaways
- Honeymoon Packages
- Pilgrimage Tours
- Educational Packages
- Shopping Trips
- MICE – Meetings, Incentives, Conventions and Events
- Adventure Tours
- Desert Safaris
- Luxurious Escapes
- Tropical Vacations

Adventure Tours

Kanoo Holidays has specialized in sustainable adventure travel with a focus on cultural journeys and wildlife encounters. Our passion to take you off the beaten track into the heart of the destination and create lasting travel memories is evident on all our small group and independent travel tours. If you share our lust for life and curiosity for culture, we invite you to explore our wide selection of adventure tours.



Cruises

If you want value for money, outstanding service, and a huge choice of cruise deals to choose from then you are in the right place. At Kanoo Holidays it will be easy for you to choose the right Mediterranean cruise, Caribbean cruise or even the ultimate - round the world cruise.

Pilgrim Tourism

As a leading provider of travel services to the fast-growing leisure pilgrimage and religious travel sector, we are well equipped to offer a comprehensive suite of services and unique travel experiences to those wishing to affirm their faith through travel. Our strong relationships with airlines, accommodation groups, tour wholesalers and ground operators around the world ensure our clients gain the best value and most personally fulfilling journeys and pilgrimages prepared and overseen by specialists in the field.

Family Holidays

With a range of family packages that take adventurers to all corners of the planet, Kanoo Holidays is bound to have the family adventure holiday for you. Whether you are looking for a safe, exciting trip for your teenager to join, an unforgettable family activity holiday that will take you and your kids to share some phenomenal experiences or just an overseas adventure holiday that caters for all ages and tastes, Kanoo Holidays Family Adventures are sure to appeal.

Group Vacations

Be it a school, college, club, society, business or group of friends, we can help you plan the perfect adventure. With over 200 holidays worldwide to choose from our Travel Consultants can help you select the ideal holiday to suit your needs. We can be flexible on dates to fit in with your travel plans and can tailor most aspects of the trip.

Honeymoon Packages and Exotic Vacations

At Kanoo Holidays we have dedicated and experienced Tour Consultants to provide extremely high-quality and personalized Honeymoon and exotic vacations consultations. We insure that your vacation planning is stress free. Whether you plan on travelling as a couple or as a group of your closest family and friends, we will help you find the perfect vacation of your dreams!

Our services include;

- In-depth Consultations, introductory VIP letters to the General Managers of the resort, informing them of your Honeymoon, Anniversary /Destination Wedding and VIP status
- 24 hour emergency support during holiday including Travel insurance
- Destination Reports with Excursion and Site seeing



MICE

- Meetings*
- Incentives*
- Conventions*
- Events*

Kanoo MICE is a division of Kanoo Travel LLC which is fully owned subsidiary of YBA Kanoo Group. With immeasurable experience in the travel and leisure industry and expertise in MICE business has lead us to develop a fully fledged MICE division under the flag of Kanoo Travel.

We can offer the unique blend of services, experience, innovation and reliability that is key to managing your event successfully whether the assignment is a full-scale international event or a local event, our team undertakes it with the same meticulous attention to detail and regard for cost effectiveness.

Our Network

Kanoo has a very strong network in the region, Europe and in other destinations through our branch offices and joint partners located in all parts of the world. This strengthened the Kanoo MICE division to provide a wide range of services with related events organize in all over the globe.

Our Expertise

With many decades of experience in the travel industry within the region and our extensive network branches and suppliers reinforce us to offer superlative MICE solutions for all customers within their budget.

Our Professionalism

The Kanoo Group always maintain high levels of service and we make sure that we are highly professional in all what we do.

Conference, Meetings and Special Events

We organize meetings, conferences and special events with greatest impact by adopting relevant international and cultural themes.

Incentive Tours

We create unique incentive tours to reward the corporate personalities with unforgettable experiences and our team will design custom made programmes as per budget limits of each client.



Kanoo Marine Travel Services

Kanoo Marine Travel is part of the Yusuf Bin Ahmed Kanoo Group of Companies, a family owned business enterprise established over a century ago. It is a specialized business division of Kanoo Travel, the largest travel company in the Middle East.

Shipping and port agency backgrounds allow Kanoo Marine Travel a first hand understanding of the requirements of seamen travel in today's busy and demanding industry.

With associate partners worldwide, Kanoo Marine Travel is able to meet the global needs of its shipping clients.

"Kanoo Marine" offers a complete range of services in Marine Travel Management experienced professionals provide customized solutions for marine clients who require the highest level of service and return on their investment.

Constant research and analysis on Marine Travel has resulted in innovative, and an impressive solution of top shipping clients including names such as Aramco, Vela Marine, GAC, Tidewater, UASC, PGS Marine, Seabulk and Nabors Drilling.

Key highlights:

- Competitive Global Marine fares
- Networking
- Dedicated Marine Travel specialists
- Exclusive Marine Travel centre based in Dubai
- 24 hours Marine Travel assistance
- Over 65 years of Shipping and Marine Travel experience



Our People

All our Travel Consultants complete extensive training on Kanoo Travel / American Express Travel Services procedures, products and technology, with ongoing training conducted at the travel offices.

- **Over 1000 multi skilled associates**
- **Professionally trained**
- **Multi national**
- **Motivated**

All employees must maintain a minimum level of 95% proficiency throughout the duration of their training period. Good competency levels in English are pre-requisite for any employee.

Kanoo Travel provides its business travel employees with ongoing training programmes to ensure that they possess the technical skills needed to perform their jobs, as well as the customer service skills necessary to integrate quality in the day to day performance.

Training

In conducting training, we make use of both internal and external industry resources to provide a comprehensive technical curriculum. Our goal is to develop staffs that possess the following strengths:

- Customer service focus
- Telephone servicing and sales skills
- Reservation and ticketing expertise
- Low fare and quality control skills
- Business Travel knowledge
- American Express product expertise
- Negotiation skills
- Selling skills

Further, Kanoo Travel provides leadership training to develop and refine leadership abilities to meet the aggressive demands and challenges in the travel industry. These trainings focus on handling recurring resources needs, understanding the changing work force, and adapting to the technological advances occurring in the work place.



Online travel solutions

www.kanootravel.com

In addition to the wide network of travel offices across the Middle East, our international partners, 24 hour contact centres and dedicated implant offices at corporate premises, we provide our customers the ease of planning a complete vacation at the comfort of their own homes.

The new website launched in early 2009, offers a full range of services to browsers and travel planners. Users are able to view flight options, book seats and generate a unique reference code which can be ticketed at any Kanoo Travel office in the region.

Key features:

- Dynamic airline schedules
- real availability on hotel rooms
- Special offers (air and hotel)
- Holiday packages (complete with itineraries)
- Visa forms
- Global travel guide
- International travel news

Book online:

No more credit card details for air bookings – create an airline reservation without having to enter your credit card details online. Our process ensures you complete data security and accuracy.

Book hotels direct – no advance payments required, pay at check-out. (credit card guarantee required)

Book cars direct – no advance payments required, pay at location. (credit card guarantee required)



Meet and Assist Services

Kanoo Travel offers a Meet & Assist service to all our guests arriving in the following major international airports in the region:

- Dubai International Airport, United Arab Emirates
- Bahrain International Airport, Bahrain
- King Khaled International Airport, Riyadh, Saudi Arabia
- King Abdulaziz International, Jeddah, Saudi Arabia
- Muscat International Airport, Oman

Our meet and assist services provide complete frontline and behind the scenes airport facility 24 hours a day. The benefits of these services are as follows:-

Assistance on Arrival - Clients will be met at the aircraft (gate / door) and assisted through immigration, baggage control and customs. We will take care of your interline transfer.

Documentation - Your luggage, passport, tickets etc will be picked up at a convenient time and handed over to our airport representative who will finalize check-in airport procedures. (This facility is available for all staff of the corporate accounts and it is restricted to the top management upon their request and it is left to the airport's authority's discretion in Saudi Arabia)

Priority Check In - Clients will be assisted with check-in formalities, immigration and escorted to the aircraft.

Assistance for Children, Disabled and Elderly - We will avail wheel chairs and hostess facilitation for the unaccompanied minor.

V.I.P - We handle VIP charter flight. Services include meeting the aircraft, organizing lounge and catering facilities, arrangement of customs and immigration officials at the lounge and transfers.

Special Extras – Additional services presentation of flowers, use of VIP lounge,(it is only for premium class or top management and it is left to the Air lines discretion in Saudi Arabia- Riyadh) handing over car keys can be easily arranged.

Special Services offered at Dubai International Airport only:

- Transit Visas (valid for 14 days) for corporate clients.
- Tourist visas (valid for 30 days) for corporate clients.
- Outbound visas - consulate visa services; collection and submission.
- Al Majlis services available through M & A for executive jet / commercial flight passengers in especially designated Majlis Terminal.
- Ahlan services for corporate clients on arrival.
- Marhaba services for Arrivals and Departures for corporate clients



Visa Services

VISA Services of Kanoo Holidays is a dedicated operation specialized at handling Inbound and Outbound visa requests for our valued corporate and leisure travellers.

Our services include:

- Inbound visa processing – visit and transit visas for corporate clients
- Outbound visas for select destinations (as per visa regulatory rules and regulations) – business and tourist visas
- Document collection and visa submission at consulate / embassy
- Collection of passport from consulate / embassy

(VISA Services can be provided for the countries represented by an embassy, high commission or consulate office in Dubai and / or Abu Dhabi only.)