



## MARKET

Net Group has been at the forefront since 1989 and 2009 marks the beginning of the twentieth year of business for the highly respected tourism service provider in the United Arab Emirates.

A recipient of the UAE Superbrands status for five consecutive years, Net Group holds a strong market share in inbound tourism, outbound packages and Meetings and Incentive business. During 2008 the Group expanded its business in the GCC: the division 'Net Destinations' was established, including Net Holidays, as a unified business identity for inbound and outbound tourism operating in the GCC with the aim to extend the famous "Net" brand across the Arab World.

Net Tours and Travel, the flagship company, has added a range of new tourism products and

services to showcase the stunning new tourism attractions, especially in the emirates of Dubai, Abu Dhabi and Ras Al Khaimah.

Net Golf, the specialised Golf Tour operator has seen significant progress in UAE golf tourism. Net Golf offers golf packages in the emirates of Dubai, Abu Dhabi and Ras Al Khaimah.



## Infrastructure

2007 saw the establishment of 'Khayal Al Sahara' (meaning Desert Illusion), a new desert camp in Abu Dhabi. The first desert camp in Ras Al Khaimah is currently being refurbished to serve the markets of the Northern Emirates;

giving Net Group traditional and luxurious desert campsites of various sizes that can accommodate 50 to 2,000 people at a time throughout the UAE.

Net Group's head office is in Dubai with independent offices in Abu Dhabi, Al Ain and Ras Al Khaimah. Along with its regional offices in Oman and Qatar - Net Group is spreading across the Middle East - a vibrant player with a unique network of offices.

Net Group operates on a global platform with representation in the United Kingdom, Benelux, Italy, Germany, France, Austria, Switzerland, Japan and Russia and CIS. During 2009 the Net Group is expected to operate offices also in South America, China and Spain.

## ACHIEVEMENTS

Net Group's companies and divisions have won more than their fair share of accolades for the services they provide. Some of these are the Global Award in 1991 and the Professional Award in 1996 from Lawson International U.K.

Net Tours and Travels was given the PATWA award 2005 for the category of "Promoting Dubai as a Tourist Destination and won it again in 2007. PATWA is the largest travel writers' organisation representing members from 70 countries from all over the world.

It has handled several projects of high standing:

- Net Group has been the official ground-handler for the 'Arabian Travel Market' - Dubai for the past fifteen years.
- Net Conference and Conventions is the official ground-handler for the Gulf Incentives, Business Travel and Meetings Exhibition - GIBTM held in Abu Dhabi during 2007, 2008 and 2009. NCC also organised the First Regional Seminar of IAPCO (International Association of Professional Congress Organisers) held in Dubai during 2006 and the Second Regional Seminar scheduled for 2009 in Dubai.



- Incentive Productions Concepts, the specialised Incentives wing of the Net Group handles top-class Incentive itineraries for some of the world's leading companies.
- Net Group remains committed to upholding its professional values and ensuring efforts towards 'staying on top' despite emerging challenges.
- Sound investment in infrastructure, new regional offices and innovative technology further strengthens the Group's worldwide recognition. Keeping pace with new technology Net Group recently launched online reservation systems - both for leisure and the meetings industry.



## HISTORY

Net Tours and Travel was among the first in the UAE to have braved the challenges of desert tourism - by creating structured tourism packages and setting standards for service excellence.

Net Tours opened for business in 1989 and invested heavily in the development of Dubai and in travel and tourism services and infrastructure. From the very beginning Net Tours was different from other companies operating in the tourism industry in the UAE. Net Tours was not content simply to market the attractions offered by existing facilities but created new attractions of their own thereby establishing a unique competitive advantage.

Over the years specialised business units were created to complement Net Tours services. These would be marketed under one single brand identity - the Net Group.

## PRODUCT

The Net Group comprises nine business units offering a range of products and services. The component parts of the Group are:

### Net Tours and Travels

This company offers hotel reservations, meet and greet services, transfers to hotels and tours covering the UAE's cultural and historical attractions ranging from desert safaris to Dhow cruises, city tours, mountain tours and camel treks.

Net Tours handles business from Germany, UK, Switzerland, Austria, Italy, France, Holland, Belgium, Scandinavia, South Africa, Australia, USA, Japan and other countries. The company has exclusive departments and native staff for the Japanese, CIS, GCC and European markets and handles the largest Tour Operators in Europe.

On the ground it has presence in Dubai, Abu Dhabi, Al Ain, Ras Al Khaimah, Oman and Qatar.

Net Tours has operated as an IATA accredited agent since mid-2008. The company continues to offer air ticketing service and a range of international holidays through Net Tours offices in Dubai, Abu Dhabi, Al Ain.

### Net Destinations

Net Destinations caters to visitors coming in from GCC countries as well as outbound tourists traveling from UAE and GCC to other destinations worldwide. Net Tours and Net Destinations are driving optimum use of Net Group's state-of-the-art online reservations system unveiled during the World Travel Market 2007.

### Incentive Productions (IP)

Incentive Productions caters to incentive travel, team building activities, seminars and product launches for overseas companies, associations and groups - largely from Europe and the Far East. Recently Net Group joined the World of Incentives - a distinctive group of 21 select Destination Management Companies offering high quality incentive programmes. Incentive Productions is the WOI's sole representative in the UAE, and a member of the Society of Incentive and Travel Executives - SITE.

### Net Conference and Conventions (NCC)

NCC is a Professional Conference Organiser that caters to high-level congresses, product launches, conferences, conventions and exhibitions. NCC provides all services from ground handling to secretarial arrangements and social programmes and is a member of professional bodies - ICCA and MPI.



It is the official ground-handler for Arabian Travel Market - ATM in Dubai and Gulf Incentives, Business Travel and Meetings Exhibition - GIBTM in Abu Dhabi.

### Net Cruises

Net Cruises caters to the cruise ship industry and offers specialised services, ground arrangements and passenger exchange programmes. Net Cruises has served distinctive cruise liners such as the "MS 'Song of Flower'" by Radisson and "Caledonian Star" at Dubai Port.

### Netco Transport

Netco, the logistics arm of the Net Group, operates transport rental service owning a sizeable fleet of four-wheel drive vehicles, luxury coaches, saloon cars and limousines. Netco has attained a competitive edge in the business and is a highly regarded by governmental offices and corporate clients.

### 1001 Arabian Nights

1001 Arabian Nights is a unique desert campsite that combines Arabian décor and modern comfort. It has an opulent VIP Lounge and a limited overnight facility of luxuriously appointed rooms.

This venue is offered to special clients, those institutions and companies that seek a unique ambience for their events and celebrations.

### Net Golf

Net Golf provides stay-and-play packages, special offers and the best of golfing facilities in Dubai, Abu Dhabi and Ras Al Khaimah. Net Golf also facilitates out-bound golf tourism in association with Net Destinations and is a member of the International Association of Golf Tour Operators and participates in international golf tourism exhibitions.

## RECENT DEVELOPMENTS

### Overseas:

Net Group has expanded its network by appointing representation in Moscow, Russia besides existing representation in UK, Germany, Italy, France, Benelux and Japan. Further offices are expected to be added in 2009.

### In the Emirates:

Net Tours Ras Al Khaimah was officially opened during ATM 2008 and will offer tours and excursions, incentives and luxury tourism products including golf and spa.

Net Tours and Travel became an IATA accredited agent in 2008 and has been appointed as the official DMC for Etihad Holidays.



Net Tours is introducing new tours and excursions that unveil the dynamic attractions of Dubai and the Emirates. Net Tours has a booking office in the Hyatt Regency Hotel and has a tie-up with Ski Dubai. Net Tours works in closely with some of the leading five-star hotels in Dubai and is planning business expansions in the UAE and GCC. Oman and Qatar branches specialise in leisure tourism and are poised to strengthen MICE business.

## PROMOTION

As a major player in the travel and tourism industry Net Tours is aware of its social responsibilities. A number of sponsoring activities have taken place in favour of various schools, associations and charities. As a pioneer sponsor in this area Net Group has received an award from the Dubai Municipality for its participation in the "Clean-up the World" campaign.

## BRAND VALUES

It is never by accident that a company makes a success of its business - it requires hard work, dedication and a clear vision of its customer's needs and requirements. The added advantage of owning its own assets gives Net Group that extra leverage over and above its competitors.

[www.netgroupdubai.com](http://www.netgroupdubai.com)  
[www.netgroupauh.com](http://www.netgroupauh.com)  
[www.nettours.com.qa](http://www.nettours.com.qa)  
[www.nettoursrak.com](http://www.nettoursrak.com)



## Things you didn't know about Net Group

Net Group handles over 250,000 customers each year.

Net Group has won more than 50 professional awards.

Net Group fleet of vehicles each year covers a distance equal to 90 times around the Earth - much of this off-road.

The single largest group that Net Group has handled was 2,300 people in one of their desert camps.

The Net Group each year participates in more than 30 exhibitions and road shows worldwide. The Dubai Tourism and Commerce Marketing has acknowledged Net Tours as the 'Best Co-participant' in several overseas Exhibitions and Road Shows. Net Group was a co-sponsor of the first-ever Dubai Road Show held in Seoul during September 2007. Net Group's leading role won accolades from Abu Dhabi Tourism Authority, Ras Al Khaimah Tourism Authority, Oman Ministry of Tourism and Qatar Tourism Authority.

Net Tours is the first destination management company that simultaneously launched two different reservation systems for both the leisure and meeting industries with complete product information updated in real time and payment online.

Superbrands