



DUBAI LINK

— GROUP —

# GROUP COMPANY PROFILE

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01 —

# MESSAGE FROM CHAIRMAN

*Welcome to Dubai Link Group.  
It has been an honor serving you.*



Nearly three decades ago, the very beginning of our dream sprang out here in Dubai, the city of continuously made wonders.

In 1996 was our head start into the industry of travel and tourism. Being in Dubai, we had big dreams to achieve, confined only by our imagination. We were always keen on disseminating our experience in the travel and tourism industry across geographical boundaries, getting support from a team characterized by distinctive expertise and filled with passion, believing that working in travel and tourism is a career that can be perfected only with love, dedication and creativity.

Along the road, we have always done the impossible to keep the pace with the accelerating advancements as well as the limitless, inspiring vision of the leaders of Dubai. Before many others did, we realized that technology would be the gear that would take travel and tourism the extra mile and reshape the industry. Hence, we launched our global travel booking engine, GTE, in 2014 to become nowadays one of the leading booking engines in MENA, allowing our clients to access and make hotel bookings in over 1,000,000 hotels worldwide.

Our first step outside the UAE was in 2016. We incorporated Global Travel Engine in Egypt and opened an office for the Group in Cairo as a strategic center to deliver our services to our clientele around the clock.

With a vision to reinvent hospitality and redefine the travel industry, we ventured into the hospitality sector by opening the Group's first hotel, Niu Hotel Barcelona, in 2017 in Spain, thus giving ourselves the momentum to implement our top-notch standards and acquired skills in a continuously evolving industry.

When the world was dormant during Covid-19 breakout, we were working toward realizing our dreams. In March 2021, we launched Tripstick, the first indigenous UAE-based online travel agency, which complements our vision and makes us stand out from the rest of our competitors.

Tripstick was just the beginning. In 2022, we launched Smart Tourism Solutions (STS), which specializes in the government and corporate travel sector, allowing the Group to provide dedicated services to further improve government, corporate, and VIP clients' travel services experience. In the same year, Dubai Link Partner Relations and Representation (DLPRR) was launched to represent international tourism boards and luxurious properties and promote them in MENA.

Today, when we look at our 27-year journey, we come to realize that without you, our highly esteemed clients ... our big family, Dubai Link wouldn't have had the means to overcome all the challenges we have faced. Your support all throughout the road has always meant a lot for us and always will.

As for Dubai Link Group's family, I truly am grateful to you for your passion, faith and perseverance ... You have always been the secret component that got us to where we are standing now, locally, regionally and globally. With you we will certainly go the extra mile that will set us apart from the rest. The Group's firm conviction has always been that the right tools are crucial, but we cannot deny that the "individual" shall always be the foundation of each and every success ... With you all, our limit is the sky.

*Haytham Alhajali*

Dr. Haytham Alhajali - Group Chairman & CEO





02 —

# DUBAI LINK FOUNDER

*Behind success are Inspiring leaders who lead by example.*





## Dr. Haytham Alhajali

### Founder

Haytham Alhajali is a visionary entrepreneur and leader in the travel industry. In 2001, he founded Dubai Link Tours and Travel, driven by his passion for travel. Haytham is the chairman of Dubai Link Group, a regional business conglomerate headquartered in Dubai, dealing in travel and hospitality products and services. With over 30 years of experience, he has established and grown six companies under the Dubai Link Group umbrella.

Haytham started his career in the hospitality sector in 1993. As the industry boomed, he launched Dubai Link Travel and Tours as a DMC in 2001. Ever since, he has expanded his portfolio to include B2B, B2C and technology-based travel services, and diversified into the hospitality sector by launching Niu Hotel Barcelona in Spain.

Haytham is passionate about creating value for customers, employees, and stakeholders and upholds values of integrity, service, and social responsibility. As a leader with a traveler-centered vision, Haytham is an inspiration to aspiring entrepreneurs and a respected figure in the travel industry.

Haytham Alhajali holds a PhD in Economy of Tourism from LaHaye Global University. He has also received several awards for his achievements in the travel and hospitality industry from well-recognized tourism boards and travel organizations.





03 —

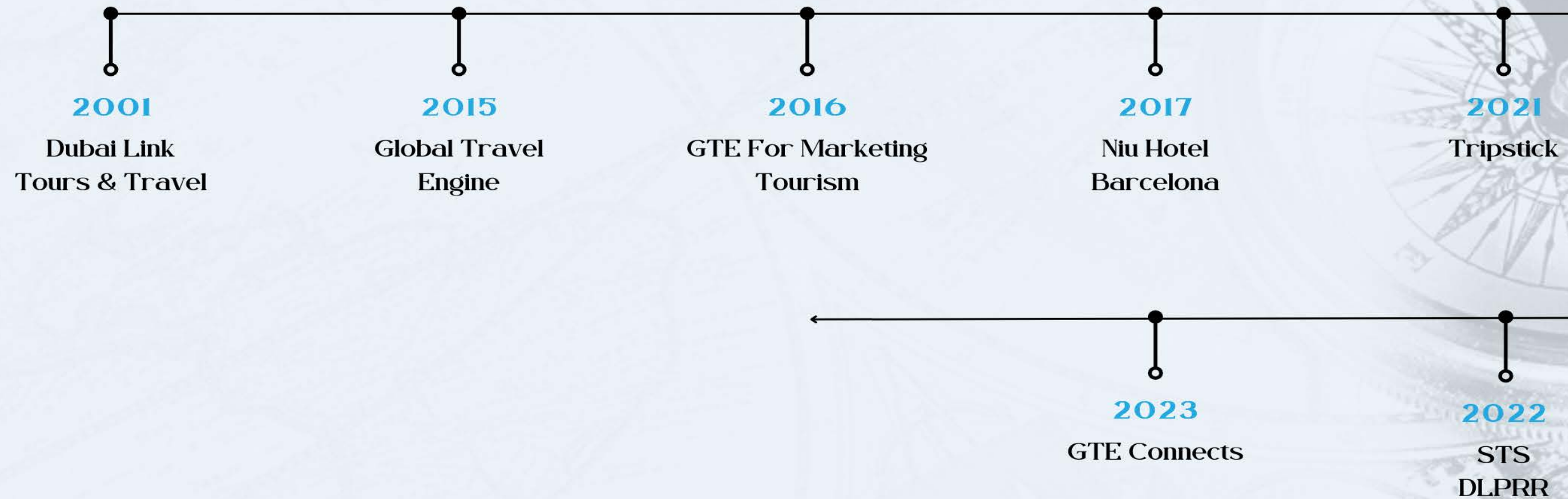
# COMPANY OVERVIEW

*Travel itself is a pleasant thing to do for so many people.*





# Dubai Link Group





# MISSION, VISION & VALUES

## **Mission**

To create a worldwide, real-time network of hospitality solutions available for our clientele around the clock.

## **Vision**

To reinvent hospitality.



## OUR VALUES



### Customer-Centricity

Our clients are always at the heart of our business, hence comes the need to provide them with exceptional experiences to meet their needs and exceed their expectations.



### Innovation

We seek to innovate every day, introducing new concepts to the travel and hospitality industry and looking out for newly emerging trends and technologies that help us deliver the best.



### Reliability

We have always worked hard to earn our clients' trust throughout the journey, giving all customers what they are looking for, while sticking to quality in every service we deliver.



### Diversity

Inclusivity and diversity run in our blood. From employees to customers, our Group believes that differences unite, so we are constantly working towards encouraging the sense of belonging and accommodating to every lifestyle and culture.



### Enthusiasm

With a passion for traveling and hospitality, each and every Group-affiliated employee believes in the power of positive attitude in the workspace, transmitting every bit of happiness to the clients.





04 —

# DUBAI LINK GROUP



*Always ready to face any challenge along the way!*





For over two decades, Dubai Link Group has skillfully intertwined its practices in the travel and hospitality industries for the purpose of recreating experiences and giving birth to a colorful spectrum of discovery, enjoyment, and forever memories. With creativity and passion in mind, we came to revolutionize these experiences, by introducing new concepts like never before. We are en route to reinventing hospitality, and are ready to face any challenge along the way.





05 —

# TRAVEL & TOURISM

*Enjoy unforgettable holidays at the best rates!*





## SPLENDID SERVICES WORRY-FREE EXPERIENCES

Travel is a lifestyle that can be only crowned by splendid services and worry-free experiences. At Dubai Link Group, we pride ourselves on bringing two main players into the dynamic B2B travel booking industry, Dubai Link Travel & Tours and Global Travel Engine (GTE). These comprehensive platforms provide paramount services to help business partners give their clients a memorable travel experience. With the great level of understanding to each and every customer, we believe it was time to put the sum of all travel apps, TripStick, at our customers' disposal. This cutting-edge B2C platform helps travelers plan, book and enjoy unforgettable holidays with the most flexibility at the best rates.





# DUBAI LINK TRAVEL & TOURS

As a leading DMC, Dubai Link Travel & Tours is a benchmark in the travel industry, serving the market through quality services, rich inventory, competitive rates, and total reliability. Our aim is to win the trust of highly-ambitious clientele and thousands of medium to large travel agencies around the world.

Our services exceed the ordinary, covering every aspect of the traveler's journey from start to end.



# DUBAI LINK TRAVEL & TOURS

## 01 Accommodation

Dubai Link Travel & Tours offers top-grade offline group booking services and follow-ups, giving every client an unparalleled travel solution, whether they are looking for a luxurious stay or a limited-budget hotel.

## 02 Tours

For those who enjoy traveling with family and friends, Dubai Link Travel & Tours brings a whole new world of exciting tour packages to cover any destination customers desire. Whether it is roaming the city to admire the landmarks, shopping for the best bargains, visiting places of interest, or going on a nature trail escape, we have it all ready no matter the time, the place, or the aim.

## 03 Ground handling services

From the enthusiastic welcomes at touchdown to the wistful farewells at take-off, we make sure that your clients' stay in any destination is an enchanting, fulfilling, and completely satisfying experience. We provide complete visa issuance assistance, meet-and-assist services to most airports worldwide, limousine transfers, easy check-in to hotels, and chauffeur-driven transport and much more.





## DUBAI LINK TRAVEL & TOURS

04

### **Airborne Luxury (private jet charter)**

Dubai Link Travel & Tours provides worldwide superlative private jet charter arrangements. Customers can choose from a wide range of turboprops, helicopters, light jets, and sophisticated business jets, apart from dedicated midsize jets and larger long-range charters. Each facility is perfectly delivered to individuals with nothing but an exceptional level of service, ultimate dedication, and topmost knowledge with total discretion.

05

### **Holiday Packages**

Dubai Link Travel & Tours has mastered the complex art of vacation planning, down to the finest detail. If your clients or guests desire to explore a forgotten era in an ancient kingdom, venture out on an African safari, or laze on an exotic island in the middle of nowhere, you can be sure that we can get them there and back, loaded with memories to be cherished, with a customized plan to fit their time frames, budgets, and group size.



## DUBAI LINK TRAVEL & TOURS

06

### **Airline ticketing**

Dubai Link Travel & Tours offers its thoroughly professional and highly-reliable ticketing services for worldwide destinations, by partnering with an enviable list of trusted airline partners.

07

### **Event Organization**

Dubai Link Travel & Tours provides complete assistance for large corporate requirements or large community events. Our team is ready to help you select the best venue, schedule your events, organize transportation, accommodate delegates, and support the staff and on-site logistics. No matter the complexity and the size of the hosting, Dubai Link has the width and depth of expertise, and experience to make any event a complete success.





# GLOBAL TRAVEL ENGINE GTE

Founded in 2015, Global Travel Engine is a cutting-edge B2B online travel booking platform affiliated with Dubai Link Travel & Tours. Constantly evolving to meet the needs of businesses worldwide, GTE boasts sophisticated technology for seamless operations and a reputation for innovation.

This revolutionary engine includes Dubai Link Travel & Tour's directly contracted hotels and apartments around the world, dynamic connections with major properties and XML connections with highly-reputable global wholesalers and suppliers, allowing you to access 4,500,000 products. With the help of Dubai Link Travel & Tours, GTE is planning to exceed 4 million room nights per annum by the end of 2024, with over 1.1 million hotels worldwide in its inventory.

With a user-friendly interface and functionalities, partners can enjoy easy access with a few simple steps.



## GTE



### Offering a customer-focused product portfolio

GTE is constantly striving to provide its clients with a locally sourced property portfolio, offering the best rates and a wide variety of room types with the highest quality and continuously-updated availability. Clients can enjoy the best properties in top destinations, tailored to their needs.



### A travel agent booking platform like no other

GTE is your one-stop solution for intuitive, fast, and stable booking experiences. Our revolutionary platform offers a seamless way to compare hotels based on location, amenities, prices, and more. With our well-developed ranking algorithm, you can easily find the best deals and take advantage of special offers for contracted rates. Expanding your reach to new global markets has never been easier.



### Customer support around-the-clock

Our multilingual customer service team is ready for all your concerns and inquiries 24/7. Whether you are looking for support during office hours or have a sudden emergency at any given time, expect nothing but proactivity. We are always committed to delivering continuously improved customer service with our strategic plans, live chat and call back solutions available in different languages.





## GTE



### Exclusive rates and offers for travel agents and businesses

Our goal is to set your business apart by offering exclusive rates and deals for travel agencies and corporate entities, enabling you to provide your clients with top-notch service at unbeatable prices. With unlimited access to a wealth of data, you can intelligently target travelers and exceed their expectations. Whether seasonality or booking history, rest assured that you will always be the top choice of your customer.



### Flexible booking and payment

We understand that flexibility is essential in today's ever-changing world, which is why we offer a wide range of payment options, including floating deposits, credit notes, prepayment and credit cards. We also understand that reassurance is key, so we offer refundable rates and a variety of free cancellation options for hotels and stays. Every payment is 100% secure and safe as we comply with the highest security standards and do not store credit card information. With instant online payments at the time of booking, you can have peace of mind knowing your reservations are secure until payment is due to the hotel.



### Account management

GTE is proud to be your top-grade travel consultant. We are committed to going the extra mile, helping your business grow and your customers live the experiences they are longing for. From developing business strategies to providing personalized business insights and informing you about special deals and promotions and so much more, our team of specialists, armed with an in-depth knowledge of your source markets, will help you make the difference.



# TRIPSTICK

Tripstick DMCC has come into existence by virtue and under the laws of DMCC, Dubai, in 2021 through a fruitful joint venture by Dubai Link Tours LLC and Blackrock Technologies Ltd.

It is the first indigenous UAE-based OTA. It handles over 80 million searches per day and offers access to over 1.5 million hotels worldwide and over 10,000, directly contracted properties within the MENA region. Tripstick also grants its users access to discover thousands of destinations worldwide.

With a dedicated in-house development team with over 7 years of experience in the travel industry, Tripstick has built an omnichannel cloud-based solution that puts forward a website, mobile app, and Metasearch connectivity powered by a high-performance API. This cutting-edge technology is backed up by Dubai Link's industry connections, relationships, and a dedicated 24 hour customer support team.







**Mr. Abdulwahab Ben Gharbia**  
**CTO & Co-Founder, Tripstick**

Ben Gharbia's passion for travel and technology were combined to assemble one of the strongest web development teams in the MENA today. With a decade of experience in the travel industry, he has successfully launched a number of travel products all scaled to handle millions of users per day.

Ben has been an active angel investor in the technology sector and enjoys working with passionate entrepreneurs. He has worked in Edinburgh, London, Brussels and now splits his time between Dubai and London.



**Dr. Haytham Alhajali**  
**Chairman & Co-Founder, Tripstick**

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# SMART TOURISM SOLUTIONS STS

Dubai Link proudly launched STS, a smart tourism solution agency that falls under the umbrella of Dubai Link Group.

At STS, the mission is to elevate travel experience for VIP clients by utilizing smart travel solutions and leveraging our extensive network of individuals and large corporations. Our dedication to the public and corporate travel sector is reflected in our ongoing efforts to form strategic partnerships with government and corporate clients, allowing us to offer customized travel products tailored to their specific needs.

**STS**  
SMART TOURISM SOLUTIONS





06

# HOSPITALITY

*In our journey to reinvent hospitality, we are happy to have you as a guest of honor.*





## THE PERFECT GETAWAY AT YOUR DISPOSAL

Beautiful stays and great staff are everything you need for the perfect getaway.

At Dubai Link Group, we believe that customers are our sole focus, which is why we create the best experiences for them to cherish memories in Barcelona that never fade.

As passionate entrepreneurs in the hospitality industry, we offer you one of the most captivating boutique hotels in Barcelona, the Niu Hotel Barcelona.







# NIU HOTEL

From the beautiful Catalan language, the word 'Niu' signifies a refuge for birds, made from the best local materials to create a cozy home. And like a nest full of life, Niu is happy to host all those who wish to enjoy a warm ambience, with great facilities, and nothing but positive vibes.

Located in the heart of Barcelona in one of the Raval neighborhood streets, Niu is a meeting point full of life, boasting long-standing artistic traditions and offering its visitors a stay full of colors, rhythms, and historical miracles.

For the ultimate experience, Niu comprises 27 rooms that can adapt to all types of travel patterns.



## NIU HOTEL

## TOP HIGHLIGHTS



## Location

Located in Barcelona, Rambla del Raval street is a great attraction area in the historical old town. The strategic location makes it easy to access any point of the city.



## Multilingual dedicated friendly staff

Language will never be a barrier at Niu. All our staff are multilingual, dedicated to serving you and helping you adapt to explore the beautiful city. Make sure to hit them up at any time, and they will be more than happy to assist you and answer all your questions and concerns.



## Catering to different budgets

With our different hotel rooms categories, you will definitely find what you are looking for at Niu, no matter the budget. Feel free to choose what meets your needs, whether you are looking for a fun family getaway, romantic vacation, or a business-friendly stay.



## Pool and solarium

Enjoy the sunny Mediterranean climate with a relaxing dip in the swimming pool and discover some of the icons of the city from our roof terrace.





07 —

# PARTNER RELATIONS & REPRESENTATION (DLPRR)

*The ultimate travel destination deserves the ultimate travel partner. Don't settle for less.*





## DESTINATION REPRESENTATION

Living up to our heritage, we look at every booking as an open invitation that allows us to accompany our friends and partners wherever the road may lead. Driven by that passion, we decided to set up a "Destination Representation", solely focused on supporting all destinations that are eager to welcome global travelers, most specifically Middle East based residents, locals, families, couples, individuals, and groups.

We are inspired by the local communities and take it as a mission to introduce all travelers to the root of every culture, allowing them to live the experiences and meet the people who give every destination its uniqueness and authenticity.

With an aim to align the visions, our team is committed to performing an in-depth analysis for every destination, permitting us to understand its specific needs and provide the resources that support the development of the respective tourism strategy.

Our goals are focused on the following:

G1

Linking cultures to enhance knowledge and connectivity between travelers and global/local service providers for which the travel industry is a "raison d'être".

G2

Creating an economic value for each destination & boosting the respective tourism sector by introducing this destination to a new market that can complement and support its growth.

G3

Making sure that our expertise will extend tourism activities, ensuring year-round demand to increase revenues and pursuits in the entire country.

G4

Developing an understanding for sustainability in tourism for both destinations and services.





08 —

# LEADERSHIP

*Meet our key members who support the CEO in the preparation of strategic objectives, while guiding the development of the Group's processes, business operations, and common functions.*





## Mr. Nassry Bedran

### Managing Director

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With a wealth of experience and an unwavering passion for travel, Nassry brings a remarkable set of skills to the table. Throughout his impressive career of over three decades in the travel industry, he has held esteemed leadership positions in renowned DMCs and distinguished travel companies within the region.

Joining Dubai Link in 2017, Nassry assumed a pivotal role in reshaping the company's growth strategy. His strategic insights have resulted in a successful diversification of the company's products and services, solidifying its standing as a prominent player in the market. Furthermore, his proficiency in establishing valuable global strategic partnerships has considerably expanded the company's reach and influence across the industry.







## Mr. Alaa Al Haj Ali

### Operations Director

Since his very start in the travel and hospitality industry and for over a decade, Alaa has advocated the use of technology and IT at Dubai Link Group. He worked towards the realization of a B2B booking engine (GTE) that has become one of the most well known booking engines worldwide.

Alaa headed the digital transformation of the Company operational processes, and today Dubai Link offers around the clock operations support to its clients and global partners.



## Mr. Malek AlHajAli

### Sales Director

Malek joined Dubai Link Group in 2010 and has been instrumental in the acquisition of major accounts and implementing industry leading sales strategies which have helped propel the Company's market share in the MENA region. He also regulates relationships with clients through the systematization and standardization of the Company's contracting system and agreements.

With a long career in the travel and hospitality industry extending for over 25 years, today as Sales Director at Dubai Link Group, Malek manages the company's sales network that operates in five continent.



## Mr. Malek Aleid

### Finance Director

With over 15 years of extensive experience in Corporate Finance across diverse sectors including Investments, Technology, Petrochemical, and Financial Services, Malek excel in implementing robust financial controls to drive measurable profitability. With a background as both CFO and Director of Finance, he has demonstrated history of optimizing financial performance and steering success n dynamic business environments.





## Ms. Amani Ameen

### Senior Optimization & Distribution Manager

With a Master's degree in Banking & Financial Services from the AAMBFS and a demonstrated history of working in the Banking industry, Amani has an extensive experience in optimization & distribution, which has supported Dubai Link to best meet clienteles' expectations and help them maximize their market share and revenue.

On a personal level, Amani believes that travel is a whole experience of discovery involving culture, lifestyles, geography, history and gastronomy, coming all together to equip the traveler with new perspectives of appreciation and respect for the richness and variations of the world around.



## Ms. Maria Rivera

### Senior Operations Manager

Maria is the Senior Operations Manager at Dubai Link Tours and Travel. Being a member of Dubai Link staff since inception, Maria has been a main pillar in helping the company reach its goal to become one of the leading travel companies in the industry.

Her strong organization, communication and relationship-building skills have helped in overseeing all aspects of operation on a day-to-day basis, along with providing leadership to all departments to maximize efficiency.







## Mr. Salah Mansour

### Executive Director - STS

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With over 20 years of experience in the travel industry, Salah is a well-known figure. Starting as the Business Development Manager at a leading travel organization, where he played a key role in the company's growth, to his current position as Executive Director of Smart Tourism Solutions (STS), Salah has a proven track record of innovation and development in the travel industry.

Additionally, Salah had a passion for producing high-end shows at Expo 2020, where he served as a managing director. Salah's talents extend beyond the travel industry, as he continues to make valuable contributions to the world of entertainment as well.



## Mr. Samer El Achcar

### Executive Director - DLPRR

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With a Bachelor's degree in Marketing & Management from the LAU, Samer has amassed over 23 years of experience in the Middle East hospitality industry, both in hotels and bed banks.

From team leadership to business development and destination promotion, he has accumulated in-depth knowledge of the global market. During his last role, he was one of the main contributors to the launching of Bedsonline's brand and value proposition.

Now, Samer is looking forward to further expanding his passion for travel experiences as the Executive Director of Dubai Link Partner Relations and Representation (DLPRR).







## Ms. Sara Orúe Tella

### Niu Hotel Manager

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From 1992 till present, Sara has managed both chain and individual hotels in different locations and various business and tourist hotels ranging from 27 to 500 rooms.

Sara visited Dubai Link in October 2016 when Niu Hotel Barcelona was still under construction and got immediately engaged with Niu Hotel and Dubai Link, as she felt proud to be part of such an exciting project.

Since her first moment, her commitment to Dubai Link has been to make Niu Hotel Barcelona not only a profitable business, but above all, a charismatic and well positioned Hotel in Barcelona, and a welcoming hotel that customers want to return to.



09 —

# OUR OPERATIONAL OFFICES

*In our journey towards expansion, we are constantly broadening our horizons to reach every traveler around the world.*





## A MULTINATIONAL PRESENCE

Located on the 20th floor, HDS Tower, Cluster F, Jumeirah Lakes Towers, Dubai, United Arab Emirates, Headquarters are set on a property owned by Dubai Link and cover an area of 1500 m<sup>2</sup>.





Dubai Link comprises 8 branches distributed over GCC countries, Middle East, North Africa, Europe, and America.

Although these branches manage operations in coordination with the Headquarters in Dubai, there is a good margin for freedom, which has empowered Dubai Link to maintain credibility and promote autonomy of individual creativity and innovation.





## Headquarters:

### Dubai Link Group

-  Address: 20th Floor, HDS Tower, Cluster F, Jumeirah Lakes Towers, Dubai, United Arab Emirates
-  Phone: +971 444 88 111
-  Email: [info@dubailinkgroup.com](mailto:info@dubailinkgroup.com)
-  Website: [www.dubailinkgroup.com](http://www.dubailinkgroup.com)

### Office Hours:

-  7 Days/Week
-  9:00 am - 12:00 am

### Follow us:



*Always available to assist you.*

