

COMPANY PROFILE



Executive Summary

The tourism industry has undergone rapid growth of an unsurpassed nature over the last several decades. We are on the brink of penetrating a lucrative market in a rapidly growing industry. The current trend towards an increase in the number of tourists, VFR and corporate travellers moving around the world presents an opportunity for ARA Holidays to penetrate the market. An opportunity for ARA Holidays success exists because the national tourism industry is growing at a rapid pace annually. ARA Holidays is poised to take advantage of this growth and moderate competition in the city travel portion of the industry, with a dedicated and experienced staff, excellent networking, and effective management and marketing. Services and products provided by ARA Holidays will initially include pre-arranged tours, custom packages according to clients specifications, travel consultation, and as time progresses making reservations for lodging amongst other related services. ARA Holidays seeks to differentiate itself as the premier Travel Management Company.

Objective

Our business strategy will revolve around the need to provide quality service to our various target customers, in the process fully satisfying their needs. This shall be undertaken through recruitment of a professional team and the provision of good quality custom-designed travel packages, catering to the client's particular needs. With time our marketing campaign will increase the awareness of our services in the various market segments we shall be targeting. We will provide clients with the opportunity to focus on their core activities whilst their transportation side needs are fully satisfied. We intend to establish a good rapport with all the relevant vendors, especially hotels and airlines. We also intend to have well-designed brochures and other promotional material that will enable clients to have an understanding of the types of services we offer and advantages of utilizing them. Hence this will undoubtedly generate increased sales of our service. In summary we intend to attain the following objectives. Continuously provide enjoyable quality excursions/trips on time and on target.

Company Summary

The company was established in **2012** with an objective of securing business through personalized services to high profile corporate traveler's. Backed by decades of experience and knowledge about the travel trade, the management strives to ensure comfort, good connections and flexibility of changes of schedules. Client satisfaction is the hallmark which depicts itself by long terms patronage by high profile personalities like parliamentarians and government functionaries.

Our experience as the leading holiday makers in all over the Pakistan can assure you trustworthy and precise information and assistance. We offer professional services with our helpful people at any of our offices. Whether it's train, planes or automobiles, cruises, hotels or tours. We make your travel pleasant and memorable whether it's international or domestic we cater your all needs.

As it grows it will take on people and expand into related markets and services. It will also look for additional leverage by establishing relationships and representations with appropriate strategic allies

Mission

ARA Holidays is a full service travel company offering luxury corporate and leisure travel services and advisory, striving for client satisfaction by providing the highest level of service delivering efficient detailed oriented travel planning while generating noticeable savings. We believe that the key of success lies in nurturing vendor,

Employee, partner, and client relationships and establishing a positive work environment conveying happiness for our team and clients all throughout. Our goal is to brand ourselves as providers of the ultimate travel planning experience while becoming a one stop shop for every travel service available in the industry.

SCOPE OF SERVICES

Corporate Solution

A Global Network Attuned to the Needs of the Corporate Traveler's. Whether you have more cities to visit than days in your itinerary or need a last minute flight, our corporate agents will arrange for the best possible travel plan. We can assist you in creating and implementing a customized Corporate Travel Policy, so you may manage the travel procedures of your employees and associates successfully. A Detailed Monthly Report will be furnished to provide you specific information regarding your travel experience; we will even show you how much money you are saving when travelling with us! Our vendors are trained to produce quantitative savings for all our clients. Additionally, they have forged strong relations with all major airlines, car rental companies and hotel chains, which allows us to extend to our clients convenient, reliable and cost-efficient booking arrangement



Family Travels

Vacation Centre

Great service combined with great creativity is what we are all about.

Whether you want to go to Europe, Asia, the South Pacific, Australia, Africa, South America, the Caribbean or somewhere closer to home, ARA Holidays has the industry relationships to provide you with the best options, at the best prices, with the greatest added value to help you reach your final destination.

Cruises, Spas, Ski Holidays, Private Islands, River Barges, All-Inclusive Resorts, Safaris, Family Vacations, Luxury Escapes and Honeymoons -these are only some of the many adventures we can help you plan. Our Travel Consultants have the professional expertise and the personal experience necessary to make your next vacation the unique and unforgettable experience you deserve.

Cruises

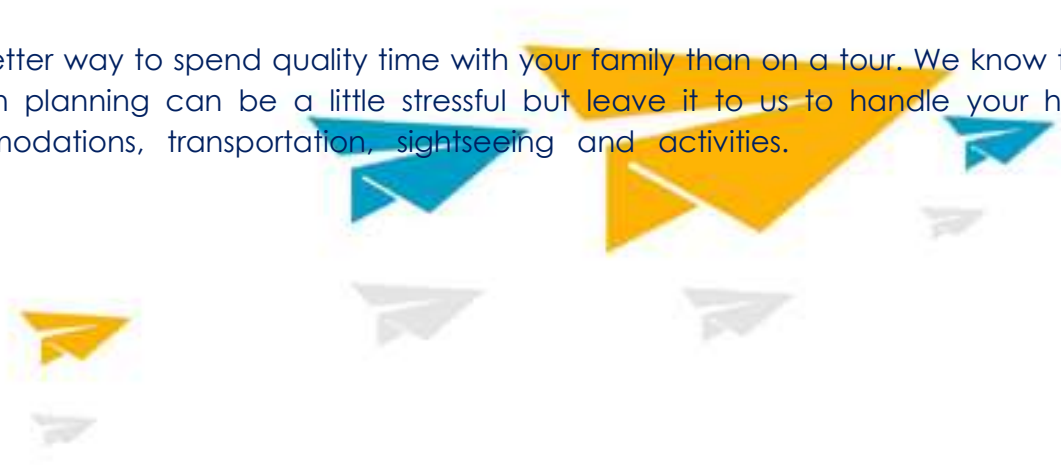
Cruises are a great way to spend time with the family but sometimes choosing the best cruise for your family is a lot more complicated than it seems. But leave it to us to know exactly what cruises are best fit for families of all sizes. Whether you're looking for comfort and space or more fun-filled activities, we know just the right cruise for your loved ones!

Hotels

Family vacations should be an unforgettable experience from beginning to end. Luckily, nowadays, family-friendly hotels and resorts offer guests a multitude of options in order to please the entire family. From fun-filled activities for the young ones to relaxing time for spouses, no matter your destination of choice, we'll be sure to find you the best accommodations.

Tours

What better way to spend quality time with your family than on a tour. We know that vacation planning can be a little stressful but leave it to us to handle your hotel accommodations, transportation, sightseeing and activities.





Tours Arrangements

ARA Holidays Groups, Meetings and Incentives

Your one stops shop for all your meeting needs. Planning a meeting can often be a daunting task - Where do I hold the meeting? How do I stay within my budget? What color linen do I choose for dinner? Who will arrange air transportation for me? When is the best time of year to hold the event? At ARA Holidays, we offer services to assist in planning your meeting from its inception to every last detail. Let us do the work for you. We design unique programs customized to meet the vision and goals of each individual client.

Our staffs of facilitators and travel consular have over 25 years combined average travel industry and event management experience, offering our clients stellar and competitive full service capabilities. Our dedication to provide only high quality service ensures the expectations of you and your guests are surpassed every time.

ARA Holidays specializes in Meeting and Incentive Management and we offer unparalleled creativity and attention to detail with every program we organize, with the tools and expertise to help you plan a winning promotional campaign and travel package from beginning to end - perfectly tailored to fit your company's goals.

ARA Holidays flexible programs for Corporate Meetings, Incentive Travel and Client Events allow you to outsource as little or as much of the process as you need.

Inbound Tourism

We are a one-window service provider for inbound tourism with a range of services and products. It is the quality and the determination of our committed team that brings the forefront of the tourism industry in Pakistan. Our well-established and trusted partnerships give a competitive advantage in the industry.

Our clients include world leading tour operators, adventure outfitters, alpine clubs, researchers, geologists, educational institutions, anthropologists, explorers, journalists, filmmakers, and renowned mountaineers. We have also worked with major international television networks including the British Broadcasting Corporation (BBC), National Geographic Television, and the Korean Broadcasting System (KBS), to name a few.

We promote Pakistan as a peaceful tourist destination while considering the well-being of the local communities, as well as the environment. In promoting tourism, our intention is to eliminate poverty in the remotest areas of Pakistan, such as the Karakoram, the Himalaya, the Hindu Kush, and the Pamir mountain regions, without harming the communities and ecosystems.

VISION STATEMENT

To become the leading inbound destination management and tour operating company known for quality services and competitive rates around the world.

EQUIPMENT

As the leading adventure outfitters in Pakistan, and with extensive experience in the field, we use the best available camping equipment, including high-end brands such as The North Face, Mountain Hardware, Ferrino, and Red Fox.

TRIPS AND SERVICES

We provide a host of services with unmatched quality to individuals, couples, FITS, & groups. Below is the list of trips we handle/operate.

- Facilitation in obtaining visa for Pakistan
- Hotel reservations
- Car rentals (all types of vehicle rentals)
- Train (Rail) reservations & ticketing
- Air ticketing (domestic & international)
- Cultural, historical, heritage and archeological tours
- Soft trekking/day hikes
- Wilderness trekking
- Mountaineering expeditions
- Ski tours
- Jeep, boat, camel and air/helicopter safaris
- Overland journeys
- Religious/pilgrimage tours
- Family tours
- Honeymoon tours
- Fairs, exhibitions, conferences and festivals
- Business/corporate tours
- Incentive tours
- Scientific/geological research
- Photography & filming
- Special interest tours
- City breaks
- Whitewater rafting
- Cycling and mountain biking tours





OUR VALUES

Excellence

We strive for excellence in whatever we do. Focus on continuous improvement in interactions with people, efficiency of processes, and the wellbeing of the organization.

Innovation

We continually apply intelligence, reason and technology to our work and environment. This allows us to take informed risks & champion new ideas to improve our business as well as the community.

Fun @ Work

We create and maintain an atmosphere of fun while at work, making work a happy place we can all look forward to.

Passion for winning

We have a "can do" attitude, not take "no" for an answer and believe that nothing is impossible. This will allow us to work relentlessly toward achieving our goals and honouring our commitments.

Customer Centricity

We maintain focus on our customers, both internal & external, by giving them priority. Strive to exceed their expectations in terms of the value and quality delivered.

Accountability

We feel responsible and accountable for the commitments we make and the quality of the results we deliver to all our stakeholders.

Team Work

We foster an environment wherein we can efficiently utilise the abilities of all team members to achieve goals. We should work on the premise that the whole is greater than the sum of the parts.

Respect for people

We must give everyone, with whom we interact, respect and consideration.



GROUPS WE ARRANGED IN PAST TWO YEARS

- ❖ BAKU GROUP OF ISLAMABAD CHAMBER OF COMMERCE
- ❖ EUROPE GROUP OF ISLAMABAD CHAMBER OF COMMERCE
- ❖ THAILAND GROUP OF SPI
- ❖ AMSTERDAM & ROME GROUP OF UFONE PTML'S
- ❖ BAKU GROUP OF KOPAK PAINTS
- ❖ BISHKEK GROUP OF SUSPAC CARGO
- ❖ TURKEY GROUP OF UFONE PTML'S
- ❖ THAILAND GROUP OF UFONE PTML'S
- ❖ DUBAI GROUP OF UFONE PTML'S
- ❖ DUBAI & BISHKEK GROUP OF KOPAK PAINTS & CHEMICALS
- ❖ THAILAND GROUP OF KOPAK PAINTS & CHEMICALS
- ❖ UMRAH GROUP OF KOPAK PAINTS & CHEMICLAS
- ❖ TURKEY GROUP OF CONVENT SCHOOL ISLAMABAD
- ❖ BAKU GROUP OF SMALL BUSINESSES COORPORATION OF PAKISTAN
- ❖ BISKEK GROUP OF SUSPACK CARGO
- ❖ CHINA GROUP OF HI Q PHARMACEUTICAL
- ❖ INDONESIA GROUP OF HI Q PHARMACEUTICAL
- ❖ MALAYSIA GROUP OF W WILSON PHARMA
- ❖ MALAYSIA WELDON PAINTS
- ❖ MOROCCO GROUP
- ❖ SINGAPORE GROUP OF MEDLINE PHARMA
- ❖ PARIS & AMSTERDAM GROUP OF MULTILENIX COORPORATION



CURRENT PORTFOLIO OF CLIENTS

- ❖ HI Q PHARMACEUTICAL
- ❖ Ufone (PTML)
- ❖ W WILSON PHARMA
- ❖ NEW METRO CITY HOUSING SOCIETY
- ❖ KOPAK PAINTS & CHEMICALS
- ❖ DIAMOND PAINTS
- ❖ CCI CHEMICAL & PAINTS
- ❖ STANDARD PAINTS
- ❖ SPI INSURANCE
- ❖ UNIVERSAL AUTO ENGINEERING
- ❖ CONVENT SCHOOL ISLAMABAD
- ❖ WELDON PAINTS
- ❖ MOBILINK
- ❖ CONTROLFLOW AMERICA
- ❖ ZONG (CHINA MOBILE)
- ❖ TELENOR
- ❖ ASS ABLOY PAKISTAN
- ❖ SUSPACK CARGO
- ❖ MIA CORPORATION (ACSON/DIAKIN)
- ❖ GLOBAL MESSAGING SERVICES PAKISTAN
- ❖ BANK ISLAMI
- ❖ UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES
- ❖ UNITED NATIONS OFFICE ON DRUGS AND CRIME
- ❖ UNITED NATIONS INTERNATIONAL CHILDREN'S EMERGENCY FUND
- ❖ UNITED NATIONS DEVELOPMENT PROGRAMME
- ❖ THAI EMBASSY
- ❖ INDONESIAN EMBASSY
- ❖ ECONCEPTION
- ❖ RHINE CONSULTING PVT LTD
- ❖ TRAVICOR

SERVICING PLATFORMS

Basic Information:

Company Name:	ARA Holidays travel & Tours PVT Ltd
Established:	24 May 2012
Govt. DTS License No:	ID-1527
National Tax No:	4001635-8
IATA No :	27325841
Pakistan Office address:	08, Mezanine floor, mehmoood plaza, Blue area Fazal e Haq road, Islamabad .
Krygyzstan Office address:	315, Manas-40, Bishkek Kryrgyzstan.
Website:	www.araholidays.com.pk ; www.araholidays.com
Office Hours:	From Monday to Thursday 0900 to 1300 & 1400 to 1700 Friday 0900 to 1300 & 1500 to 1730 Saturday 0900 to 1400.

