



Company Profile

Managing Director's Welcome

Ahlan wasahlan is the Arabic welcome greeting – and my team and I extend a warm and sincere welcome to all our friends from overseas.

Hospitality is one of the most treasured values of Arab culture and lies at the heart of our desire to open our doors to international travelers. We believe tourism can play an important role in promoting friendship, goodwill and understanding and, as the following pages show, Jordan, Lebanon and the Levant region provide a wealth of attractions to fascinate and tempt the visitor.

We here at UTA and International Traders pride ourselves in providing our customers with the highest-quality service at their fingertips. Our operation has continuously set new industry benchmarks in the region, and has grown organically over the years primarily through positive word – of – mouth and referrals. From humble beginnings in 1946, our company has now grown into Jordan and Lebanon's leading DMC and travel and tour agency.

We hope to be able to demonstrate our services to you, and look forward to hear from you in the near future!

We know you have a choice!

Munir Y. Nassar

1.0 United Travel Agency WLL

United Travel Agency (UTA) was established in 1946 and has since developed into the regions premier in-bound travel and tourism operation, developing and marketing creative tourism products and services for special interest groups, incentive travel and conferences, and top-tier groups and individuals.

Collectively, the group's staff has over 500 years of travel and tourism experience, and continues to provide exemplary services and operations to all groups entrusted to the company. The company has offices in Amman, Aqaba, Petra, Beirut, Saudi Arabia and Erbil-Kurdistan.

UTA was entrusted by the American Express group as the Kingdom's American Express Travel Representative. UTA is also a member of the United States Tour Operators Association and is designated as a Virtuoso OnSite operation.

2.0 Company Details

2.1 Branch Details:

Amman Office

Abdulhameed Sharaf St
Shmeisani District
P.O Box 408
Amman – 11118
Jordan

Aqaba Office

Hamamat Al-Tunisia St
Aqaba District
P.O Box 136
Aqaba – 77110
Jordan

Petra Office

Taybet Zaman
Taybeh District
P.O Box 2
Wadi Mousa - 71873
Jordan

Iraq – Erbil Office

English Village – Villa 241
Erbil (Hawler) – Iraq
.964 750 320 4803/4

KSA – Riyadh Office

Commercial Centre, Kilo 7
Dammam Road 11421
Kingdom of Saudi Arabia

Beirut Office

Lagos Center
Sadat Street
Lebanon

3.0 Group Details

Wholly-owned Subsidiary: United Travel Agency WLL
Head Office: Abdul Hameed Sharaf Street
Shmeisani District
P.O Box 408
Amman – 11118
Jordan
Company Registration: # 510 November 3rd 1977
Form of Company: Limited Liability
GDS Systems: Amadeus, Galileo, Sabre (9 stations)
Affiliations: Franchisee – American Express Travel Services
Trade Associations: International Air Transport Associations (since 1952)
Jordan Society of Travel Agents
Jordan Inbound Tour Operators Association
United States Tour Operators Association
Society of Incentive Travel Executives (SITE)

4.0 Products and Services

UTA offers a full-service travel, destination, and meeting and management service spectrum. The services we provide are separated into four different silos: In-Bound Services, Out-Bound Services and Corporate Travel, M.I.C.E Services, and Events and Movie Production Services.

4.1 In-bound Services

- Travel Packages

We offer packaged and fully customizable in-bound travel packages. Our Jordan and Lebanon tours can serve as stand-alone tours, or as extensions pre- and post- visits to other countries. The itineraries are divided into the following categories:

- 1) Traditional 8 Day visit to Jordan and Lebanon
- 2) Jordan and Lebanon 5 Day extension (pre and post)
- 3) Luxury Packages
- 4) Eco-Tourism Packages
- 5) Volun-tourism Packages
- 6) Adventure Travel Packages
- 7) Camping Packages
- 8) Tailor-Made

Our sales team have an in-depth knowledge of our services and offerings, and work closely together with our agents in creating the ideal itinerary for each arrival. In addition, our sales staff are capable of obtaining licenses for special events that our agents may want to organize for their travelers – the most recent examples being music nights in the historic Amman Citadel and the Hijaz Railway Tour.

- Provision of Guides

We carefully select the guides we work with and continuously monitor their performance to ensure that they perform up to the standards set by our company. We additionally provide our guides with training and workshop courses on a regular basis in fields such as OAP assistance and team-building capabilities.

Our guides speak a number of languages including, but not limited to, English, German, French, Russian, Spanish and Greek.

Upon request, we can provide our operators with a CV of any of the guides assigned to their travelers.

- 24/7 Customer Service Support

Our Customer Service Team act as our concierge service to all our travelers. They are available 24/7 to aid our customers with any of their needs and/or wishes, and will assist the guests with the hotel check-in procedures and formalities.

Upon arrival, the guests are provided with the customer service agents' direct telephone and mobile number.

- Airport Services

Our dedicated Airport Services team is available 24/7 in Queen Alia International Airport, Amman Marka Airport and Rafic Harriri International to greet and assist guests arriving and departing through customs and immigration formalities.

The Airport Team also assist the guests with their luggage pick-up, and ensure a safe, speedy hand-over to their driver/host.

All our Airport officers are bi-lingual at the least (English and Arabic).

- American Express Travel Services

As part of the American Express Global Family, we can call on over 2,200 travel offices around the world to provide our clients with assistance at their destination.

In addition, we can issue and cash AMEX travelers' cheques, provide remote-buying facilities, and act as the "home-away-from-home"

- Destination Services

IT and UTA offer deep expertise in assisting our clients in the following destination services:

- 1) Customizable Company Outings
- 2) Corporate Meetings, workshops and seminars
- 3) Special Events
- 4) Team-Building Exercises
- 5) Customized FIT itineraries

4.2 Out-bound and Corporate Travel Services

- Airline Reservations

Our offices are equipped with Galileo, Sabre and Amadeus Reservation Systems.

A lead senior travel counselor serves as our clients main point of contact and is responsible for the provision of 24/7 service. Our reservation staff are fully trained with each reservation system and are at least bi-lingual at a minimum (English and Arabic).

We can issue travel documents through courier, or by e-mail where electronic tickets are concerned.

- International Hotel Reservations

We draw on our negotiated rates and relationships with Hotels locally, regionally, and internationally to offer our clients competitive hotel rates during their stay at home or abroad. As part of the AMEX global family network, we can also shop around on our clients behalf to provide the best possible rate.

4.3 M.I.C.E Services

- Meetings, Congress, and Exhibitions Logistics

Our company has managed a number of seminars, workshops and conferences since its inception. These include conventions for pharmaceutical manufacturers, medical equipment suppliers, textile conglomerates, oil drilling and exploration multinationals, private security firms and agricultural cultivation organizations.

As a professional congress organizer (PCO), our services include but are not limited to:

- 1) Negotiating rates with venues
- 2) Designing promotional materials
- 3) Receiving and processing registration forms
- 4) Book meeting space and hotel accommodations
- 5) Provide transportation logistics
- 6) Meet and greets at the airport
- 7) Generating breakout/seminar participation lists
- 8) Distributing materials

- Implant Offices

We also offer our clients, upon request and feasibility, the facility to provide our corporate clients with staff to act as an implant operation in their offices. Our staff are carefully selected according to our clients needs, and are proficient in at least three different booking systems.

4.4 Events and Movie Productions

- Events Management and Production Services

Events Management and Production Services

- Our company also offers production services for feature films, advertisements, documentaries, TV series, music videos, and live concerts/events.
- IT and UTA's crew are listed among the credits of such production as Indiana Jones and the Last Crusade, the Mummy Returns, and Salute Petra "The Memorial of Luciano Pavarotti"
- We also provide productions with the following services
 - travel and ticketing arrangements
 - Preferential rates for accommodations throughout the Kingdom
 - Accounting and cash facilities
 - Catering facilities
 - Large Crew Networks
 - Preferential transportation rates

List of Productions

<u>Year</u>	<u>Production</u>	<u>Client</u>	<u>Country</u>	<u>Type</u>
2009	Fair Game	Fair Game L.L.C. Micro-scope Productions	USA	Feature
2009	Incendies (Scorched)		Canada	Feature
2008	Salute Petra "The Memorial of Luciano Pavarotti"	Pavarotti International	IT	Music (Live Concert)
2008	In Search of Lawrence	BBC	UK	Documentary
2008	Chasing the Flame	BBC	UK	Documentary
2008	The Incense Trail	BBC Religion	UK	Documentary
2008	One Night In Jordan with Zaid Dirani	Danny O'Donovan	USA	Music (Live Concert)
2008	10-Days to War	BBC	UK	Docudrama
2007	Redacted	HD Net Productions	USA	War Movie
2007	Jordan Experience	Japanese TV	JP	TV Series
2006	Dead Sea Scrolls	BBC4	UK	Documentary
2006	Dissonance & Harmony	Firststar	USA	Documentary
2006	Stairway to Heaven	Westparkpictures	UK	Documentary
2006	Dogs that changed the world	Tigress Productions	UK	Documentary
2005	The Elixir Man	Scream Films	UK	Docudrama
2005	Journeys of a Lifetime	Princess TV	UK	Documentary
2004	Pepsi China	Moviola	Hong Kong	Commercial
2004	Hot Rocks	BBC Science	UK	Documentary
2004	Guns, Germs & Steel	Lion Television	UK	Documentary
2002	The making of the Modern Arab World	Lion Television	UK	Documentary
2001	Mysteries of Holy Land	Atlantic Productions	UK	Documentary
2001	Moses	BBC Religion	UK	Documentary
2001	Heineken beer	Hazaza productions	Holland	Commercial
2000	The Son of God	BBC Religion & Ethics	UK	Documentary
2000	The Mummy Returns	Imhotep Productions	UK/USA	Feature
2000	Ericsson	7 Frames	Sweden	Commercial
1999	The Red Planet	Warner Bros	UK/USA	Feature
1999	Mission to Mars	Disney	USA	Feature
1998	Arabian Nights	Hallmark	UK	Feature
1998	Renault Clio		UK	Commercial
1997	Wish You Were Here	Granada TV	UK	TV series
1997	David & Goliath	Wilson Sporting Goods	USA	Commercial
1996	Shell BP		UK	Commercial
1996	Blind Date	ITV	UK	TV Series
1996	Scorpios		UK	Music video
1996	Silk Road Sequel	Asahi TV	Japan	Documentary
1995	Trebor mints		UK	Commercial
1993	Son of the Pink Panther	Paramount	USA	Feature
1993	Indiana Jones & The last Crusade	Lucas Films	USA	Feature
1986	Busman's Holiday	ITV	UK	TV series

5.0 Organization Structure

The Group is divided into the following departments:

Management Team: Responsible for group performance, devising strategies, and evaluating business practice

Business Development Department: Responsible for improving business practice, operationalizing strategies, IT management, and branding

Sales Department: Duties include creating itineraries, devising in-bound packages, and client relationship management

Operations Department: The operations department is responsible for the day-to-day activities of the business practice, including managing the following:

Airport Team: Handle all Airport requests (visas, customs, meet and assist)

Transportation Team: Co-ordinate all transportation activities with drivers and clients

Customer Service Team: Handle all client-related requests and act as the main contact point for guests

Corporate Travel Department: Handle all corporate and business travel needs of our clients, including managing the implant offices

Out-Bound Travel Department: Responsible for the leisure out-bound operations

Special Events: Responsible for handling all M.I C.E related activities and corporate functions

Production Unit: Handle all operational aspects of TV and Feature Film productions that are entrusted to the Group

Accounting Department: Track all revenue and expenditures of the Group

Administration and HR: General administration and human resources

6.0 Financials

Audited financial statements available on request