

# The Middle East's leading omni-channel travel brand

# About Almosafer

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## Connecting today's travellers to their world with smart and seamless travel booking solutions.

Almosafer is the flagship brand of Seera Group's Consumer Travel Business Unit, catering to the discerned needs of travellers from Saudi Arabia and beyond. Originated in the Kingdom of Saudi Arabia, Almosafer has transformed from an online travel agency to a fully-fledged omni-channel travel services provider that offers a seamless user experience for travel bookings across state-of-the-art online platforms, call centres, WhatsApp and retail locations.

# Timeline



# Almosafer at a glance

## 1. Markets



KSA



UAE



Kuwait



Bahrain

## 2. Channels



Web



Mobile



Call centre



WhatsApp



Branches

## 3. Products



Hotels



Flights



Packages

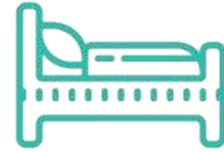


Activities



Car rentals

# Almosafer in numbers



**Close to 6 million**

Total room nights



**5 million**

App downloads



**40 and counting**

# retail stores



**Close to 4 million**

Passengers travelled  
with Almosafer



**Over 1 million**

Social media followers



**Over 2.5 million**

Registered customers

# Travel advisory



Almosafer is a reliable travel advisory and booking partner, ready to accommodate customers' needs, by enabling them to make informed travel decisions.

Our dedicated team of experienced travel advisors provide a holistic customer support system offering 24/7 assistance, valuable insights, safety consultation, guidance and reassurance throughout the omni-channel booking experience (travel recommendations regarding travel requirements, destinations safety, airline operations and precautionary measures to take into consideration when travelling).

Our global network and strong ties with key travel partners also allows us to keep customers well-informed about the latest industry developments and travel safety guidelines in order to plan their trips with ease (e.g. flight cancellations, travel restriction updates, travel policy changes, destination safety news).

# Credibility and local knowledge



Almosafer is a leading home-grown Saudi brand that is committed to support the growth of the Kingdom's tourism sector through elevating its offering, training local talent and pioneering innovative product development.

As part of Seera Group, which has over 40 years of experience in helping families, business travellers, holiday-makers, pilgrims and other consumer travel segments move around the region and the world, Almosafer truly understands the needs of local travellers from KSA & beyond. With expert advisory, it is best positioned to create journeys of joy for both domestic and international travellers.

# A revolutionary omni-channel approach

1

Almosafer's omni-channel approach offers seamless and personalised experiences across multiple touchpoints ranging from web and app to retail, call centre and WhatsApp.

2

Its innovative approach towards product and technology development aims to redefine customers' travel booking journey (domestically & internationally) across online and offline touchpoints with 24/7 assistance and support.

3

Almosafer is not just opening new branches but re-defining how people book travel in KSA and beyond – learning from digital and taking the knowledge to bricks and mortar in a way KSA has never seen before. Through its data, Almosafer is able to better understand consumers' needs and preferences and offer a more personalised and tailored experience across its full omni-channel offering.

# Extensive product and competitive rates



Almosafer provides an extensive global network of hotels and airlines in addition to a comprehensive domestic product offering giving customers access to dedicated offers and deals locally and internationally.

It provides hotel booking options for over 1.5 million properties around the globe, flight bookings on over 450 airlines, complete holiday packages, activities and more. Almosafer is also enriching customer experiences with comprehensive city guides developed by local travel experts, solid travel advice and counsel, and engaging content that brings to life the main regional attractions and cultural heritage.

# Domestic tourism



Almosafer is changing the way Saudis travel through the introduction of a holistic domestic product offering and marketplace. In line with Saudi's Vision 2030 and tourism agenda, it is supporting the overall infrastructure of domestic tourism by encouraging local travel and boosting bookings, which also results in opportunities for local operators, hotels and other establishments.



Almosafer's dedicated activities and packages marketplace introduces a diverse range of local destinations that Saudis can discover in their home country and tourists can add to their bucket lists, with a focus on cultural and adventure experiences.



From trips to historical sites and museums to nature tours as well as adventure and water-based excursions such as snorkelling trips, dinner cruises and deep-sea fishing, there are plenty of options befitting any kind of traveller. For those looking for a holiday where everything is taken care of - right from flights and hotels to services such as transfers, tours and cruises - our fully customisable holiday packages are the perfect solution!



Almosafer Academy, the brand's in-house training programme, plays a vital role in preparing Almosafer's next generation of Saudi travel experts and is a key pillar in the brand's travel advisory offering.

Launched in September 2019, the Almosafer Academy trains young Saudi nationals with the skills and industry knowledge needed to succeed and grow as travel advisors within the company. As part of Almosafer's commitment to expanding its retail footprint and revolutionising the travel booking experience in the Kingdom, the Almosafer Academy adds a human touch to its seamless omni-channel approach through these high-performance graduates. It also supports both the country's Saudisation scheme and Vision 2030 to diversify the economy by creating an entirely new job profile outside the oil and gas sector and training candidates to fill these positions.

Thank You!