



NUBA





# JOIN NUBA

## A GLOBAL COMMUNITY WHERE YOUR INDEPENDENCE MEETS THE STRENGTH OF A TRUSTED BRAND

Whether you're building your own agency or seeking to integrate into ours, NUBA connects you to a powerful network, trusted partners, and the visibility you need to thrive in luxury travel.

With more than 30 years of expertise, NUBA offers the systems, recognition, and support that turn ambition into results.

# NUBA



# TWO PATHS, ONE COMMUNITY



## POWERED BY NUBA (AFFILIATE MODEL):

**Build your brand. Backed by the best.** Launch or scale your own luxury travel brand while accessing NUBA's global infrastructure, supplier network, and operational expertise. Maintain complete creative control and your unique brand identity—we provide the foundation, preferred agreements, and systems that let you compete at the highest level.



## INDEPENDENT CONTRACTOR:

Join the NUBA brand and benefit from its prestige and global infrastructure. Access exclusive supplier relationships, dedicated tools, and the financial advantages of working under one of the world's leading luxury travel brands ,all while focusing on what you do best: creating extraordinary journeys.

# WHAT YOU GET

## POWERED BY NUBA (AFFILIATE MODEL):

- Your brand, your identity, your client relationships—100% yours
- Access to NUBA's global supplier network and preferred rates
- Operational systems, booking platforms, and support tools
- Marketing and technology infrastructure without the investment
- Back-end support for complex logistics and supplier management

**BEST FOR:** Entrepreneurial travel professionals or boutique agencies ready to grow their own brand with the backing of a world-class luxury travel organization.

## INDEPENDENT CONTRACTOR:

- The prestige and credibility of the NUBA brand behind every proposal
- Direct access to preferred partnerships and rates
- Operational and administrative support
- Marketing resources and client management tools
- A global network of luxury travel specialists

**BEST FOR:** Established travel advisors who want to focus on client relationships and trip design without the overhead of managing supplier relationships and back-office operations.



The background of the image is a tranquil coastal scene during the 'golden hour' of sunset or sunrise. The sky is a mix of soft blues and warm oranges, with wispy white clouds. The water in the foreground is perfectly still, acting as a mirror for the sky and the distant shoreline. On the horizon, a line of dark, rugged rocks is visible, with their forms reflected in the water. The overall mood is peaceful and sophisticated.

NUBA IS A GLOBAL COMMUNITY OF TRAVEL  
ADVISORS, BOUTIQUE AGENCIES, AND PARTNERS  
WHO SHARE A PASSION FOR PURPOSEFUL,  
TRANSFORMATIVE LUXURY TRAVEL.

NUBA





By joining, you become part of a network that **collaborates, shares knowledge, and celebrates success together** — from our signature Luxury Hub event to curated FAM trips and exclusive industry gatherings.

Our journeys have brought dreams to life: private concerts at the Hermitage Museum, open-top cable cars across the Swiss Alps, desert nights under a thousand stars in Dubai, and bespoke adventures along the South African coast.

Each experience reflects our commitment to creativity, authenticity, and excellence — values that unite the entire NUBA community.

NUBA





# REPUTATION & RECOGNITION

- Over **30 years** of pioneering bespoke luxury travel.
- Boutique in spirit, **global** in reach.
- **Trusted** by discerning travelers and premier partners worldwide.
- Preferred partner of **Virtuoso** and other elite travel programs.
- Globally recognized with multiple hospitality **awards**.
- Frequently consulted by international press for **expert insights** and recommendations.

NUBA



# PREFERRED PARTNERS

**HERA** | ACCOR  
TRAVEL ADVISOR  
PROGRAM

AMAN

ROSEWOOD  
ELITE

  
BELMOND  
BELLINI CLUB

DIAMONDCLUB  
*Dorchester Collection*

  
RELAIS &  
CHATEAUX  
PREFERRED PARTNER

COUTURE  
BY LANGHAM

  
FOUR SEASONS  
PREFERRED PARTNER

  
WALDORF ASTORIA®  
HOTELS & RESORTS

  
MANDARIN ORIENTAL  
*Fan Club*

MARRIOTT INTERNATIONAL  
**STARS**  


MAYBOURNE  
*Illustrated*

SMALL  
LUXURY  
HOTELS  
OF THE WORLD®

HYATT  
PRIVÉ®

  
PEARL PARTNER  
OETKER HOTELS

  
ROCCO FORTE  
KNIGHTS

THE PENINSULA  
PENCLUB

  
VIRTUOSO  
MEMBER

  
THE LEADING HOTELS  
OF THE WORLD®

*One&Only*

*Preferred*™  
HOTELS & RESORTS

IHG  
HOTELS & RESORTS

DESTINED

Jumeirah™  
PASSPORT TO LUXURY


BRAVOS  
MELIÁPRO · SELECTED CLUB

DESIGN HOTELS™

SHANGRI-LA GROUP  
—  
THE LUXURY CIRCLE

NUBA





Our legacy is built on relationships — with advisors, partners, and clients — that define the NUBA standard worldwide.

# OUR NETWORK OPEN DOORS

## JOIN NUBA AND UNLOCK ACCESS TO:

- A global network of top DMCs, luxury hoteliers, and insider contacts.
- Private jet charters, exclusive yachts, and luxury villas.
- Immersive and inspiring FAM trips.
- VIP entry to world-class events and lifestyle experiences.
- Invitations to ILTM, Virtuoso Travel Week, LE Miami, and other premier industry events.
- Opportunities to engage in curated NUBA initiatives such as the Luxury Hub.



# FINANCIAL UPSIDE

## EARN MORE, GROW SMARTER

- **Attractive commission** splits and enhanced margins.
- Access to **wholesale rates** and preferred air programs.
- **Referrals and qualified leads** from our international offices.
- **Ongoing commission** from consultants or teams you refer.
- MICE lead opportunities with **passive earning potential**.
- **Open collaboration** and business-sharing across our global network.



NUBA



# BRANDING & MARKETING SUPPORT

Elevate your personal brand with NUBA's global presence. Gain access to curated content libraries, co-branded newsletters, and personalized Travel Kits designed to inspire your clients. Our features in leading luxury media and industry platforms amplify your visibility and connect you with a world of trusted partners.

At NUBA, we collaborate with the **world's leading communication and PR agencies** to amplify your brand across global markets.

## WE OFFER:

- Co-branded campaigns.
- Client gifting, and premium marketing materials.
- Curated events.
- Access to PR opportunities and global press features.
- Recognition via social media spotlights and internal features.





# BRANDING & EVENTS

Being part of Powered by NUBA means accessing a platform that **amplifies your visibility, strengthens your positioning, and connects you with a community** that lives and breathes purposeful luxury. Through thoughtfully curated events and strategic media presence, we build a strong, inspiring, and respected narrative within the industry — together.

NUBA





# LUXURY HUB

Luxury Hub is NUBA's signature event — a curated gathering that connects our Travel Advisors with the world's top luxury hospitality brands. As a Powered by NUBA member, you gain privileged access to industry leaders, exclusive destinations, and strategic opportunities to elevate your positioning in the global luxury travel arena.

+220 EVENT  
ATTENDEES

78 LUXURY  
TRAVEL BRANDS

50 COUNTRIES  
REPRESENTED

+15 PRESS  
ATTENDING

5,400 SCHEDULED  
APPOINTMENTS







# TECHNOLOGY & TOOLS



## TOOLS & SUPPORT YOU CAN COUNT ON

Dedicated, human-powered support team  
for each Independent Contractor

- Access to our **in-house Air Desk** with preferred airfares
- Advanced itinerary **management tools**
- CRM, reporting systems, and personalized client **dashboards**
- **Internal knowledge** base with curated destination content and proposal templates
- **Easy payment solutions**, including secure links and banking options in multiple countries
- Sabre **booking capabilities** for seamless reservation management

NUBA



# NUBA ACADEMY

## TRAINING THAT ELEVATES

- In-depth **product and destination knowledge**, from villas and cruises to private jets
- GDS access and ticketing support for advisors seeking **advanced technical skills**
- Strategies to optimize profitability and boost your margins
- Masterclasses led by industry leaders in luxury service and client relationship management
- Ongoing, adaptive training designed to grow with you







# JOIN A LEGACY IN MOTION

Whether you're launching your own brand or integrating into ours, joining NUBA means joining a **legacy of excellence, discovery, and purpose.**

**Let's shape the future of luxury travel—together.**

Please contact Carolita Urrestarazu for more info at [carolita.u@nuba.com](mailto:carolita.u@nuba.com)



# NUBA

[nuba.com](http://nuba.com)