

EXPERIENCE ALL THAT'S POSSIBLE WITH THE DUBAI PASS

- Dubai Tourism launches Dubai Pass to experience the best attractions in Dubai at the best price
- Pre-paid pass allows visitors cash-free entry to 33 top experiences across Dubai

Dubai, UAE 23 April 2018: Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) is launching a new way for visitors to enjoy the city's exciting range of attractions, experiences and tours. Announced today at Arabian Travel Market (ATM), *Dubai Pass*, an all-inclusive pre-paid card, grants cash-free access to 33 key events and venues across Dubai, making it the perfect way for tourists to explore the city's world-class destination proposition. It will be available to redeem from 16 May 2018.



Starting at AED399, the pass offers 'Select' and 'Unlimited' packages, with a specially-curated list of popular attractions and experiences. These include **Burj Khalifa, Dubai Parks and Resorts, IMG Worlds of Adventure, Wild Wadi Waterpark, Ski Dubai, Desert Safari Tours**, and many more. With every purchase, visitors will also receive a 50% discount on tickets to **La Perle** – the city's one-of-a-kind live entertainment show with acrobatics and aerial stunts – by simply presenting their Dubai Pass when buying a ticket to the show.

The 'Select' package is priced at AED399. It allows card users to enjoy a range of attractions – one from each of the three-tiered attraction pools.*. The pass is valid over

seven consecutive days, beginning with the first day of use. Meanwhile the unlimited package is available for AED899. Users can choose unlimited events and activities, and the pass is valid for three days.

* Full details below

The year-round Dubai Pass has been introduced following the success of previous seasonal DSS and DSF passes. It will provide a streamlined way for people to experience Dubai, save money and make the most of their trip with family and friends.

For more details, please visit www.dubaipass.ae; call +971 4 295 2007; or email info-dubai@iventurecard.com. Dubai Pass will be available to redeem from 16 May 2018.

-Ends-

Notes to editors:

Full details of the Dubai Pass are as follows:

Packages	AED	Savings	Usage	Validity
Dubai Select Adult	Starting from 399	50%	3 Attractions - Pick 1 from each pool	7 days
Dubai Select Child	Starting from 389	50%	3 Attractions - Pick 1 from each pool	7 days
Dubai Unlimited Adult	Starting from 899	60%	All Attractions – pick from the list	3 days
Dubai Unlimited Child	Starting from 846	60%	All Attractions – pick from the list	3 days

*Please note this pass is pre-purchased at the above rates and provides cashless entry to the attractions with overall savings of up to 60%

Select Pass: Pick 1 from each pool

Pool 1	Pool 2	Pool 3
Desert Safari with Dinner	Aqua Fun park	Boardwalk
iFly	Aventura Park	Dubai Dolphinarium
IMG Worlds of Adventure	BOLLYWOOD PARKS™	Dubai Frame
LEGOLAND® Dubai	At The Top, Burj Khalifa	Dubai Mall Ice rink
LEGOLAND® Water Park Dubai	City Sightseeing Hop on Hop off	Etihad Museum
Motiongate	Creek Cruise Dinner	Hysteria Haunted House Dubai Mall
Palm Island Inner Circle Dinner Cruise	DAUZ Explorer Experience	Lake Ride
Ski Dubai	DAUZ Tunnel & Underwater	Lost Chambers & Ambassador Lagoon
Wild Wadi Waterpark	Dubai City Tour	Orbi
	Dubai Safari Park	Palm Island Inner Circle Cruise - 60 min
	Marina Dhow Cruise Dinner	
	Splash Tours 90 mins	
	Wonder Bus	

Unlimited Pass: Pick as many as you like from the following list

1. Aqua Fun park
2. Aventura Park
3. Boardwalk
4. Bollywood Park
5. Burj Khalifa
6. City Sightseeing Hop On Hop Off
7. Creek Cruise Dinner
8. DAUZ Explorer Experience
9. DAUZ Tunnel & Underwater
10. Desert Safari with Dinner
11. Dubai City Tour
12. Dubai Dolphinarium
13. Dubai Frame
14. Dubai Mall Ice rink
15. Dubai Safari Park
16. Etihad Museum
17. Hysteria Haunted House Dubai Mall
18. iFly
19. IMG Worlds of Adventure
20. Kidzania
21. Lake Ride
22. Legoland
23. Legoland Water Park
24. Lost Chambers & Ambassador Lagoon
25. Marina Dhow Cruise Dinner
26. Motiongate
27. Orbi
28. Palm Island Inner Circle Dinner Cruise
29. Palm Island Inner Circle Cruise - 60 min
30. Ski Dubai
31. Splash Tours 90 mins
32. Wild Wadi Waterpark
33. Wonder Bus

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, Dubai Festivals and Retail Establishment, and Dubai College of Tourism.

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