

DUBAI PASS NOW INCLUDES 45 PER CENT MORE ATTRACTIONS AND EXPERIENCES

'Experience all that's possible' with this super saver across 48 attractions city-wide

Dubai, UAE, 11 April 2019: The Dubai Pass, an all-inclusive, pre-paid pass, created by iVenture Card and Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) is offering users access to 15 more attractions, with 48 experiences now available to choose from through the upgraded pass. With a competitive starting price of AED 425 (US\$116) for adults and AED 405 (US\$110) for children, the newly re-launched pass offers great value on entrance to a number of the city's high-profile attractions, tours and experiences enabling visitors to enjoy the best of Dubai for less.



With the ultimate attractions pass, visitors to the city can now choose from 48 of Dubai's leading experiences. Combining the best of the emirate's sightseeing, theme parks, cruises, adventure and cultural experiences into a pre-paid pass, users can save up to 60 per cent overall on Dubai's leading leisure spots.

In addition to the 33 experiences already listed on Dubai Pass (including Wild Wadi Waterpark, Burj Khalifa, Dubai Parks and Resorts, IMG Worlds of Adventure, Desert Safari Tours, Dubai Frame and LEGOLAND®), pass holders now also have access to the following new attractions: Emirati Kashta Cultural Tours, City Van Tours Skyline Tour, Laguna Water Park, Hub Zero, The Green Planet, Mattel Play Town, Flying Cup, Bateaux Dubai (Al Seef Cultural Area) Sunset Cruise, Bookmywifi, Grayline Audio Commentary Tour Traditional City Tour, Grayline Audio Commentary Modern City Tour, TEPfactor, Amazon Tour Canal Cruise, VR Park, and Reel Cinema.



Ahmed Al Khaja, CEO, Dubai Festivals and Retail Establishment (DFRE), said: “Dubai Pass has been enhanced to provide visitors with ease of access to a variety of the city's tourist attractions through

offering a range of experiences at great value for both families and independent travellers. We will continue to work closely with our network of stakeholders who have invested heavily in the development of innovative attractions across the city, that in turn play a prominent role in promoting Dubai to the world.

Dubai Pass offers three bespoke packages that allow users to discover Dubai's diverse destination offering with special pricing packages for both adults and children. With options to purchase the **Dubai Select**, **Dubai Flexi** or **Dubai Unlimited Pass**, users are invited to explore the best of the city with more flexibility and at better value. Additionally, with the purchase of every Dubai Pass, visitors can also enjoy a 50% discount on tickets to one of the city's leading shows, La Perle by Dragone, by simply presenting their Dubai Pass upon purchase of the tickets.



Joost Timmer, Managing Director, iVenture Card, said: "The brand-new multi-attraction Dubai Pass allows users to make significant savings on a single purchase, giving cash-free access to up to 48 'must-

see' attractions and experiences that can help you create your own customised itinerary and also discover Dubai with so much flexibility, savings and convenience. The travel trade can also benefit by pre-selling the pass and enjoying a 20 per cent commission."

For more details on Dubai Pass and to purchase online, visit www.dubaipass.ae

– ENDS –

Notes to Editors:

- **Dubai Select Pass:** allows visitors to save up to 50% by picking one attraction from each of three pools of attractions and experiences with the flexibility to use tickets over a seven day period.
- **Dubai Flexi Pass:** allows visitors to save up to 40% on Dubai's must-see attractions and experiences by choosing a 3, 5 or 7 ticket pass from any of the included attractions.
- **Dubai Unlimited Pass:** allows users to save up to 60% by creating their own itinerary with access to all of the 48 attractions and experiences over 3 or 5 consecutive days.

PRICING

	Adult	Child
Dubai Select	425	405
Dubai Flexi 3 Ticket	459	429
Dubai Flexi 5 Ticket	749	689
Dubai Flexi 7 Ticket	979	919
Dubai Unlimited 3 Day	1189	1119
Dubai Unlimited 5 Day	1979	1689

ATTRACTION POOL

Select Pool 1	Select Pool 2	Select Pool 3
<ul style="list-style-type: none"> • Desert Safari with Dinner • iFly • IMG Worlds of Adventure • Legoland • Legoland Water Park • Motiongate • Palm Island Inner Circle Cruise Dinner Cruise • Ski Dubai 	<ul style="list-style-type: none"> • Aqua Fun park • Aventura Park • Bollywood Park • Burj Khalifa (At the Top) • City Sightseeing Hop On Hop Off • Creek Cruise Dinner • Dubai Aquarium & Underwater Zoo • Dubai City Tour 	<ul style="list-style-type: none"> • Boardwalk • Dubai Dolphinarium • Dubai Fountain Show and Lake Ride • Dubai Frame • Dubai Mall Ice rink • Etihad Museum • Hysteria Haunted House Dubai Mall

<ul style="list-style-type: none"> • Wild Wadi Waterpark • TEPfactor • VR Park • Emirati Kashtha Cultural Tour • Amazon Tour Canal Cruise 	<ul style="list-style-type: none"> • Dubai Safari Park with Safari Village • Explorer Experience - Dubai Aquarium • Marina Dhow Cruise Dinner • Splash Tours 90 mins • Wonder Bus • Bateaux Dubai Sunset Cruise • Grayline Modern City Tour • Laguna Water Park • Hub Zero • Reel Cinema 	<ul style="list-style-type: none"> • Lost Chambers & Ambassador Lagoon Atlantis • Orbi • Palm Island Inner Circle Cruise 60 mins • Mattel Play Town • Flying Cup • Kidzania • The Green Planet • Grayline Traditional Tour • City Van Tours Skyline Tour • Pocket Wi-Fi
--	--	---

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, and Dubai Festivals and Retail Establishment.

For further information, please contact:

Dubai Tourism

mediarelations@dubaitourism.ae

[+971] 600 55 5559

[+971] 4 201 7631