

## CREATE YOUR PERFECT SUMMER ITINERARY WITH THE ALL NEW DUBAI PASS

**Dubai, UAE, 28 August 2018:** With world-class shopping, dining and entertainment destinations and culturally rich heritage sites, Dubai's bustling metropolis has an eclectic mix of attractions to suit all tastes. Whether you're looking to enjoy Dubai's spectacular theme parks with your family, or encounter the city's authentic cultural experiences with friends, you can now take advantage of the all new *Dubai Pass* to embark on any number of action-packed itineraries over the summer in Dubai.



The all-inclusive, pre-paid card, created by iVenture and Dubai Tourism, grants cash-free access to over 30 must-visit events, tours, attractions and sightseeing experiences across Dubai, helping you create your own customised itinerary:

- **Family Adventures** – Treat yourself and the kids to the perfect family adventure in Dubai this summer. With everything from family-friendly attractions and thrilling theme and waterparks, the Dubai Pass allows you to put together the perfect itinerary to keep the whole family entertained

over the summer. With every purchase, card users 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.

*Itinerary ideas:* Atlantis Lost Chambers & Ambassador Lagoon, Aqua Fun Park, Bollywood Parks, Dubai Aquarium and Underwater Zoo (DAUZ) Explorer Experience, DAUZ Tunnel & Underwater, Dubai Dolphinarium, Dubai Mall Ice Rink, Dubai Safari Park, IMG Worlds of Adventure, Kidzania, Legoland Dubai, Legoland Water Park Dubai, Motiongate, Orbi, Wild Wadi Waterpark.

- **Romantic Weekends** – Dubai is a city where adventure meets relaxation and offers numerous options for an unforgettable romantic weekend. Whether you want to book some romantic activities for two or a fun-filled week of sightseeing, the Dubai Pass gives you access it all.

*Itinerary ideas:* At The Top Burj Khalifa, Creek Cruise Dinner, Dubai Fountain Boardwalk, Lake Ride, Marina Dhow Cruise Dinner, Palm Island Inner Circle Dinner Cruise.

- **Adventurers & Explorers** – Whether you’re an audacious adrenaline junkie, a thrill seeker or simply looking to explore the great outdoors, the Dubai Pass allows you to take full advantage of the city’s huge range of adventurous activities:

*Itinerary ideas:* Aventura Park, City Sightseeing Hop-On-Hop-Off Bus, Hysteria Haunted House Dubai Mall, iFly, Ski Dubai, Splash Tours, Palm Island Inner Circle Cruise, Wonder Bus.

- **Culture Vultures** – If you’re looking to embrace, discover and truly immerse yourself in Dubai’s rich history and culture, the Dubai Pass is the perfect solution, offering access to some of the city’s most historic sites and architectural masterpieces:

*Itinerary ideas:* Desert Safari with Dinner, Dubai Frame, Dubai Museum City Tour, Etihad Museum

## How Does The Dubai Pass Work?

With something for everyone, the pass offers two bespoke packages.

- The ‘Dubai Select’ package offers a wide choice of must-see attractions and activities across the city – one from each of the three-tiered attraction pools\* – and is priced at AED399. The pass is valid over seven consecutive days, beginning with the first day of use.
- The ‘Dubai Unlimited’ package offers access to 33 of the city’s top events and

experiences\* and is available for AED899. Users can choose unlimited events and activities, and the pass is valid for three days (beginning with the first day of use.)

\* Full details below

For more details, please visit [www.dubaipass.ae](http://www.dubaipass.ae); call +971 4 701 9111; or email [info-dubai@iventurecard.com](mailto:info-dubai@iventurecard.com).

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**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.

### **For further information, please contact:**

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