

DSF PASS

Concept & Product



حكومة دبي

GOVERNMENT OF DUBAI

السياحة

Tourism

BACKGROUND & OBJECTIVES

The Dubai Shopping Festival (DSF) Pass offers amazing discounts on Dubai's top attractions during the city's ultimate shopping sale along with dining options for lunch and dinner.

The DSF Pass packages help you discover the best of Dubai with ultimate flexibility. Enjoy up to 65% on Dubai's must-see destinations.

Each pass comes with adult and child options for maximum savings.

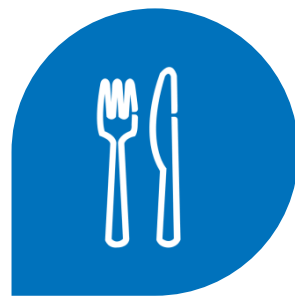
The Pass offers:

- Itinerary planning.
- Promote citywide offering.
- Promotion of Dubai as affordable luxury destination.
- Increase of footfall to Dubai attractions & outlets.
- Maximize tourist experience in Dubai.

PRODUCT



Attractions
40



Gastronomy
21



Top rated

Best rated attractions, a full meal (Lunch / Dinner)



Close Proximity



Validity

Dec 26th 2017 To Feb 15th 2018

PACKAGES

Package	Type	Price	Value	Saving	Saving %	Active Validity
Savour 3	Adult	499	1,015	516	51%	5 days from first use at any of the 61 Benefits
	Child	480	905	425	47%	5 days from first use at any of the 61 Benefits
Savour 5	Adult	780	1,565	785	50%	5 days from first use at any of the 61 Benefits
	Child	740	1,375	635	46%	5 days from first use at any of the 61 Benefits
Combo 3	Adult	870	1,605	735	46%	5 days from first use - Choice of 3 x Activities and 3 x Dining Benefits
	Child	830	1,495	665	44%	5 days from first use - Choice of 3 x Activities and 3 x Dining Benefits
Flavour 3	Adult/Child	399	590	191	32%	5 days from first use at any of the 21 Dining Benefit
Infinite 3	Adult	1190	3,685	2,495	68%	3 days from first use. Lockout period of 2 hours between each redemption transaction.
	Child	1120	3,385	2,265	67%	3 days from first use. Lockout period of 2 hours between each redemption transaction.

INCLUDED ATTRACTIONS

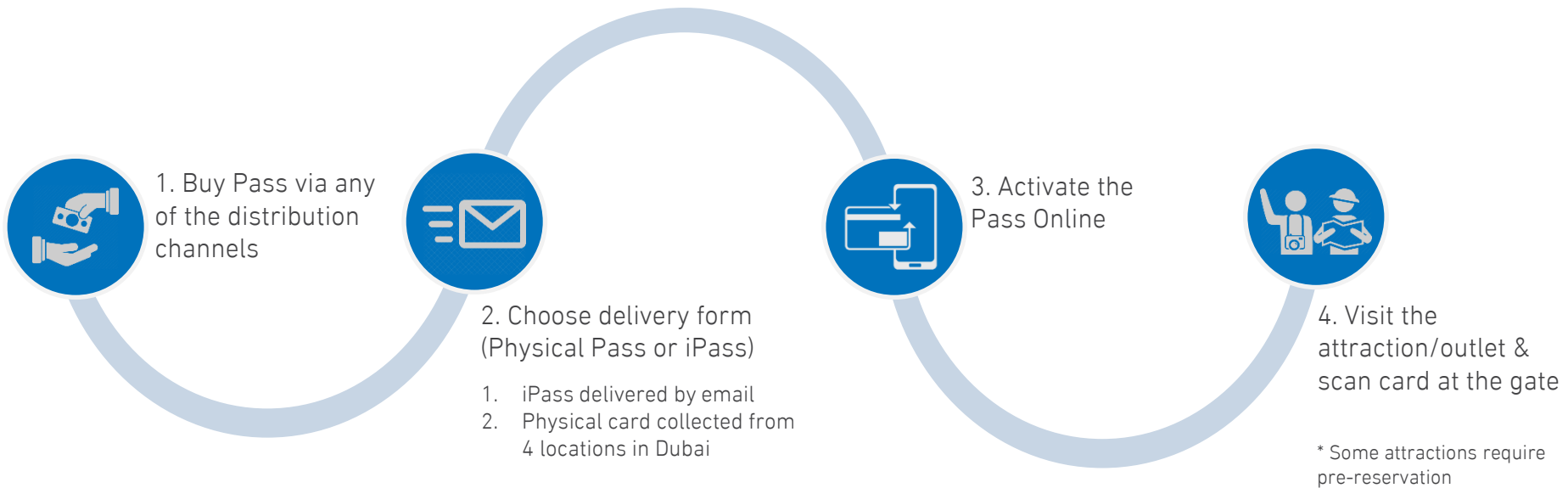
No.	Attraction / Excursion
1	15mins go karting (Indoor)
2	15mins go karting (Outdoor)
3	Aqua fun park
4	Aquaventure Atlantis
5	Arabian Adventure Food Tour
6	Arabian Adventure Morning Dune Drive
7	Arabian Adventure Traditional Dubai City Tour
8	Aventura Park
9	Bollywood park
10	Burj Khalifa
11	Chillout Ice Lounge Dubai
12	Dubai Aquarium & Underwater Zoo
13	Dubai Dolphinarium
14	Dubai Mall Ice Rink
15	Etihad Museum
16	Green Planet
17	Hop On Hop Off City Sightseeing
18	Hub Zero
19	iFLY
20	IMG Entry
21	Kidzania
22	Lama creek cruise Dinner

No.	Attraction
23	Lama Desert Safari
24	Lama Dubai City Tour
25	Lama Marina Dhow cruise dinner
26	La Perle – Bronze Ticket
27	Legoland
28	Legoland water park
29	Lost Chambers & Ambassador Lagoon Atlantis
30	Mattel Playground - Regular Entry
31	Motiongate
32	Orbi
33	Palm Island Inner Circle Cruise - 30 min
34	Palm Island Inner Circle Cruise - 90mins sunset tour
35	Palm Island Inner Circle Cruise -Dinner cruise
36	Ski Dubai
37	Splash Tours – 90 min ride
38	Splash tours – 30 min ride
39	Wild Wadi Water Park
40	Wonder Bus

INCLUDED DINING OUTLETS

No.	Lunch / Dinner (Buffet – Set 2/3 Course Meal excluding Bev.)	Location
1	800 Degree Pizzeria	Mall of the emirates, Meaisem City Centre, Deira City Centre , Burjuman Centre, Marina Dubai Park, DPR
2	Al Bayt (lunch/dinner/afternoon tea)	Palace Downtown
3	Asado	Palace Downtown
4	Asha's Indian	Wafi Mall
5	Biella – Italian	Wafi Mall
6	Boulevard Kitchen	Manzil Downtown
7	Carter's	Wafi Mall
8	Ewaan	Palace Downtown
9	Kaleidoscope	Atlantis the Palm
10	Katana	Katana
11	La Tablita	Hyatt Regency Creek Heights
12	Makan	Roda Al Bustan
13	Market 24	Hyatt Regency Creek Heights
14	Mazina	Address Dubai Marina
15	Na3Na3	The Address Dubai Mall
16	Sean Conolly at Dubai Opera	Dubai Opera
17	Seville's – Spanish Restaurant	Wafi Mall
18	Spice Valley	IMG
19	Sufra	Hyatt Regency Creek Heights
20	Thai chi – Thai & Chinese Cuisine	Wafi Mall
21	The Restaurant	Address Boulevard

CUSTOMER JOURNEY



Fast Track access

B2B PORTAL FOR PARTNERS



1. Go to <http://bookings.iventurecard.ae> and “Register” as a booking agent



2. Login



3. Choose Preferred Customer Package and click “Show Product” for prices



4. Input the quantity of the product and select “+” to add them to the cart



5. Check the Booking Summary (top right) – then click “Proceed Booking”



6. Enter Payment Details



7. Select delivery details (Shipping Method) - redeem now



8. Enter customer information and details



9. Customer will then be emailed the iPass

SALES COMMISSION

Progressive commission structure

Pre-purchase/commit to Sales of:	% Commission	How to redeem?
No sales commitments	15%	iVenture Dubai will generate monthly statements based on the transactions recorded on the B2B portals and issue commission against the statement
Between 250 and 500 units	17.5%	
Between 500 and 1000 units	20%	
Between 1,000 and 1,500 units	22.5%	
Over 1,500 units	25%	



When can you get your commission?

End of month



Whom to contact ?

iVenture Dubai – Bryan Carlo

DESIGN



DUBAI SHOPPING FESTIVAL

SHOPPING
RAFFLES
ENTERTAINMENT

DSF PASS

ENJOY DUBAI'S TOP ATTRACTIONS
AND BEST DINING OFFERS.

Powered by
iVENTURE CARD



**YOUR TICKET TO SAVE
ON THE BEST OF DUBAI**

Valid from 26th Dec 2017 to 15th Feb 2018

**Share your adventure
with #mysdf**

FOLLOW US ON @DSFSOCIAL

f @ t s

POWERED BY
iVENTURE CARD



Card NUMBER. **0 000000 0000**

ADULT CHILD

Cardholder NAME:

CUSTOMER SERVICE PHONE: +971 4 295 2007
Use of this card is subject to terms and conditions, please refer to www.iventurecard.com



GOVERNMENT OF DUBAI



للسياحة
Tourism

THANK YOU

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