



# Save up to \$1,000 with Roam Pass

The ultimate add-on for every UAE trip

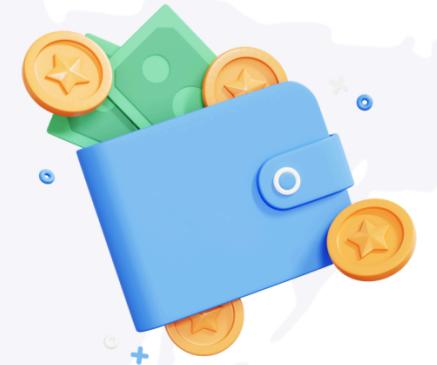


# UAE Tourism Snapshot

**18.72 Mn**  
International visitors in 2024



**\$62.3 Bn**  
estimated tourist spend in 2025



**2.13 Mn**  
from the MENA region



# The Perfect Travel Companion for an Unforgettable UAE Experience!

**Roam Pass** is a user-friendly digital pass that unlocks a world of exclusive dining, shopping, wellness, and local experiences - offering unbeatable value for Tourists.

## Irresistible Deals



**Up to 50% Off**  
on dining



**Up to 50% Off**  
on local experiences



**Up to 25% Off**  
on shopping



# The Best of the UAE, All in One Pass

## Dining

## Shopping

## Experiences

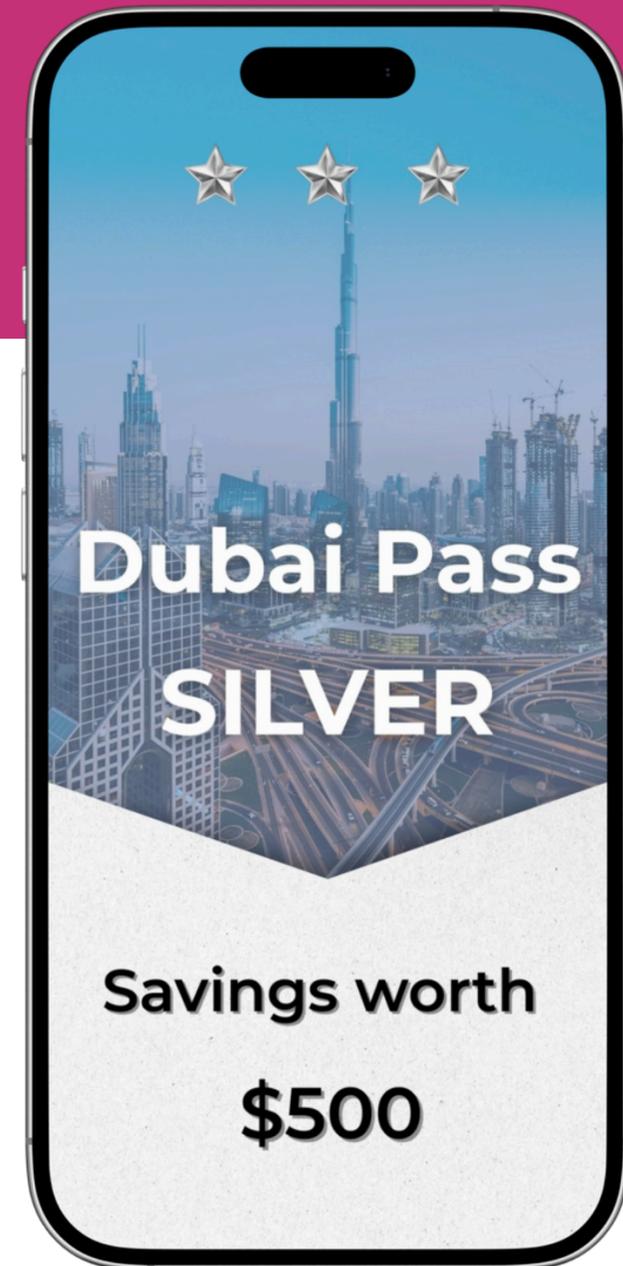
## Wellness

# Benefits that match every customer

The pass is available in two variants - **Gold and Silver**, designed to suit the full spectrum of tourists, from budget-conscious users to premium travelers visiting the UAE.

Select the most suitable pass(s) for your customer segments, and give them a memorable UAE experience.



# Key Features



White label Options



User-Friendly Web App.  
No download required.



Easy & secured  
access with Pass Key



Nearby deals based  
on your location



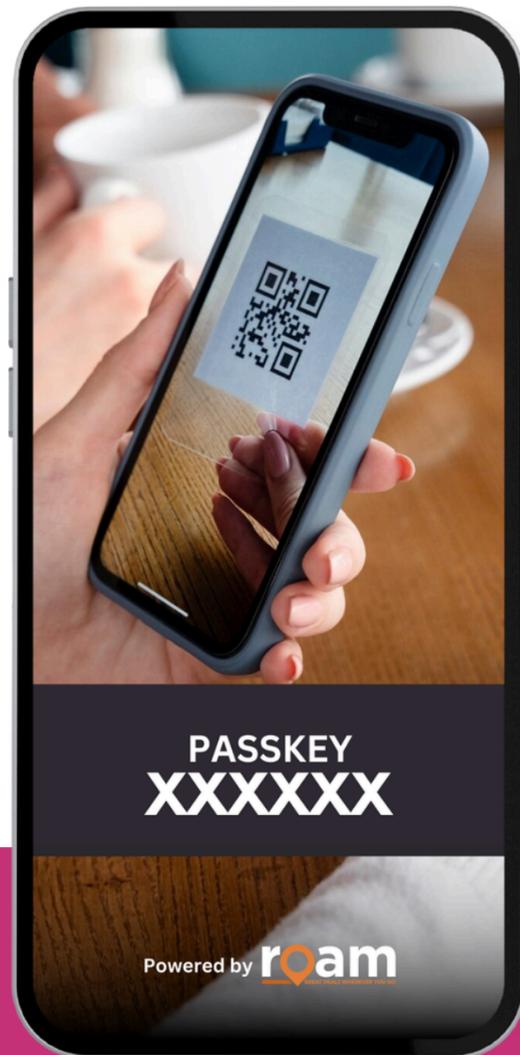
Offers available in key  
Dubai & Abu Dhabi Malls



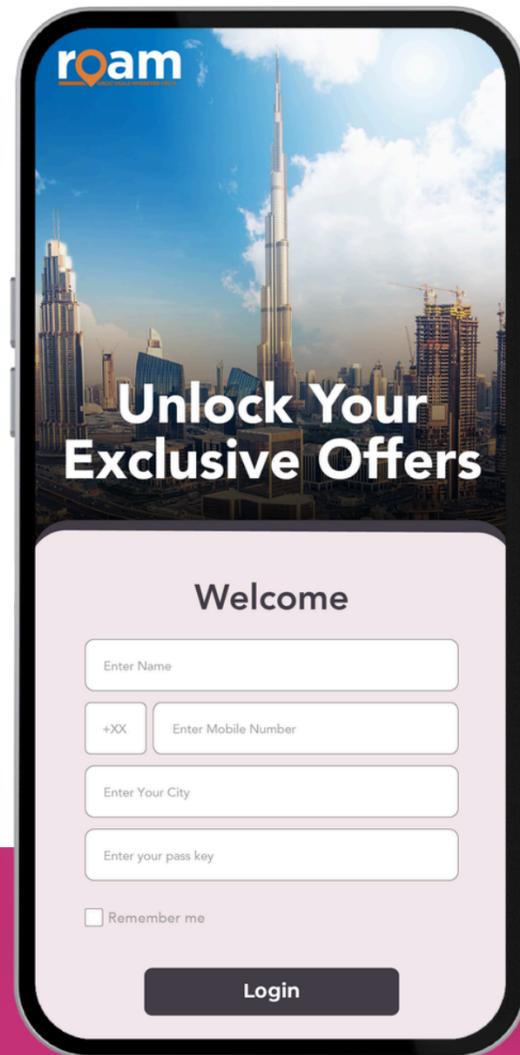
Local Customer  
Support



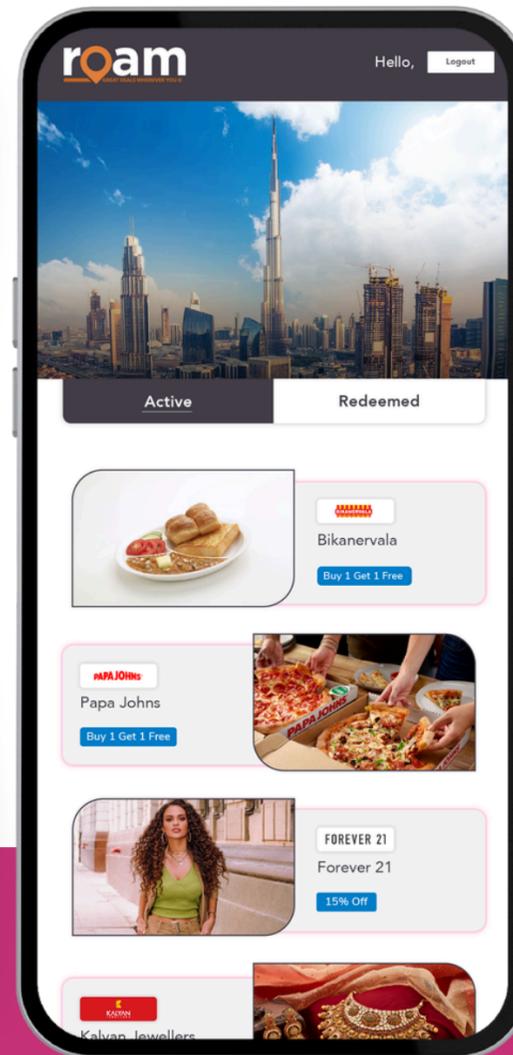
# Customer Journey



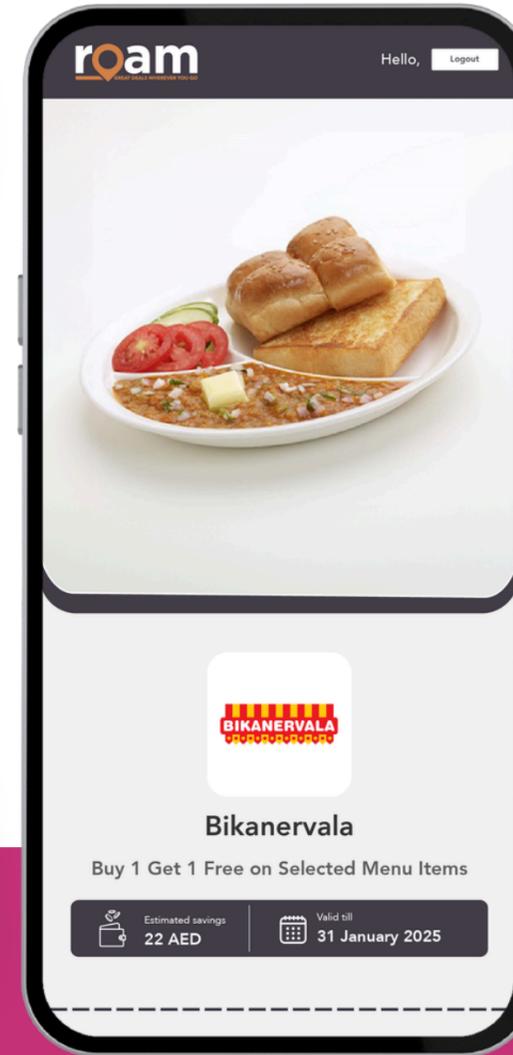
Scan the QR code to visit the website



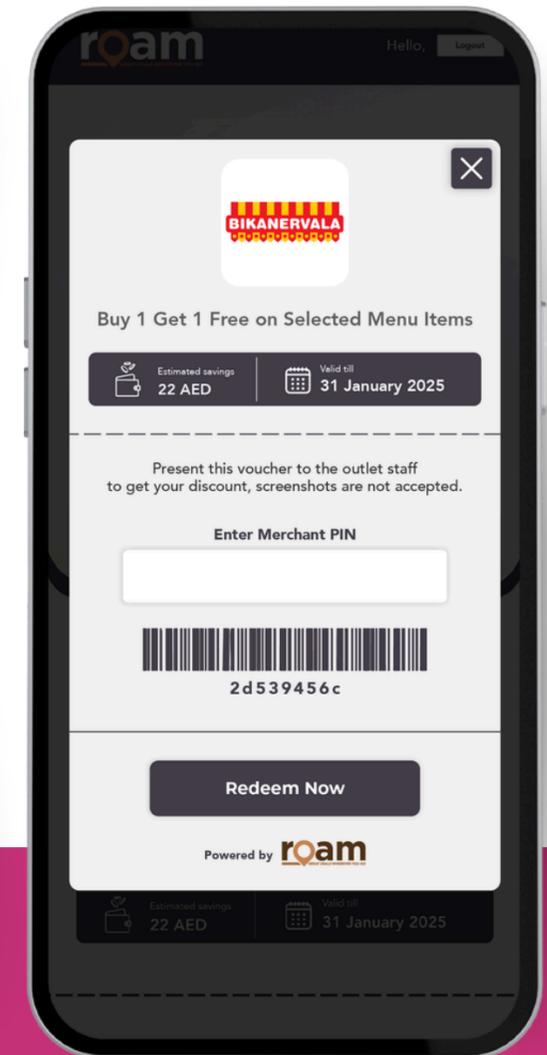
Unlock Offers with the provided Unique Passkey



Explore Offers on Dining, Shopping, and More!

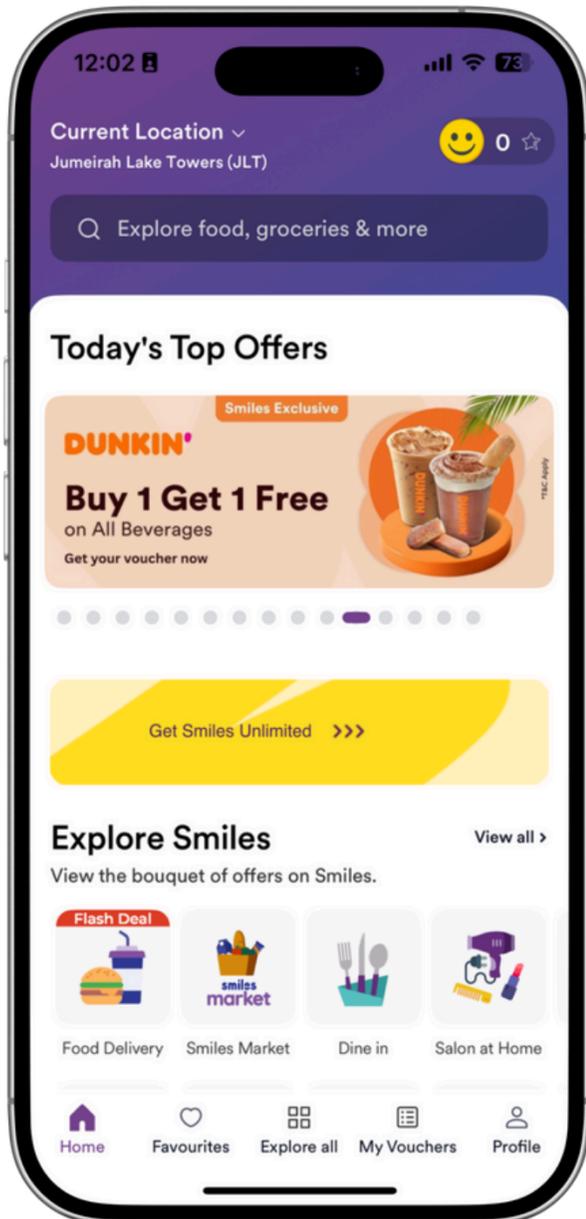


Select the Preferred Offer



Present the voucher at the outlet to receive the discount

# Proven Results, Trusted Reputation



Smiles by Etisalat (e&) is an award-winning loyalty program, serving over **6Mn members** in the UAE.

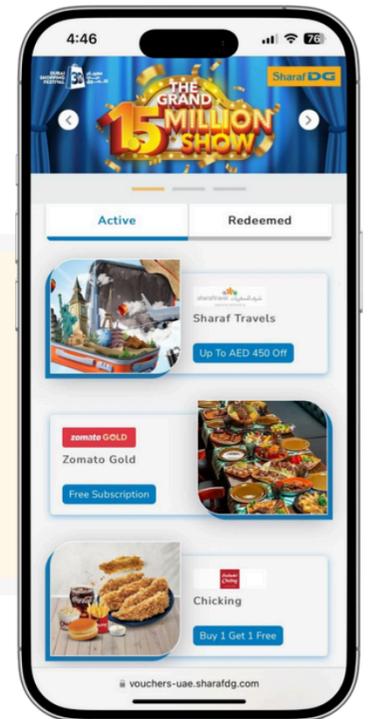
Since **2014**, we have been empowering the Smiles Deals vertical by curating high-value lifestyle offers across **2,000+ brand partners** in dining, shopping, entertainment, wellness, & more across the UAE.



Co-branded Card Partners



Sharaf DG, UAE's leading electronics retailer with **5Mn customers**, partners with Doodle to enhance seasonal campaigns through curated lifestyle deals, seamlessly managed through our proprietary CMS platform.



Centrepoint, in an omnichannel retailer with over **10Mn shoppers**, partners with Doodle to curate exclusive lifestyle deals across GCC, rewarding loyal customers and enriching their shopping experience.



# THANK YOU

Let's Doo this together!



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