



Save up to \$1,000
with Roam Pass

The ultimate add-on for every UAE trip

DODLE

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

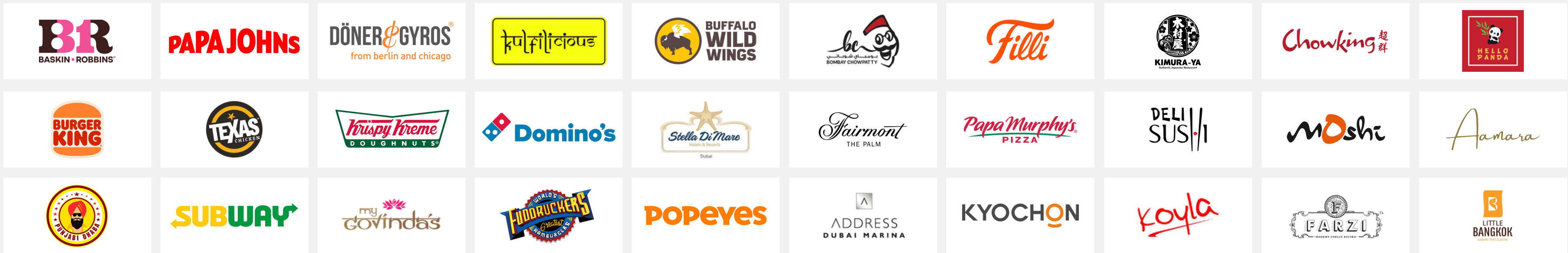


Up to 25% Off
on shopping

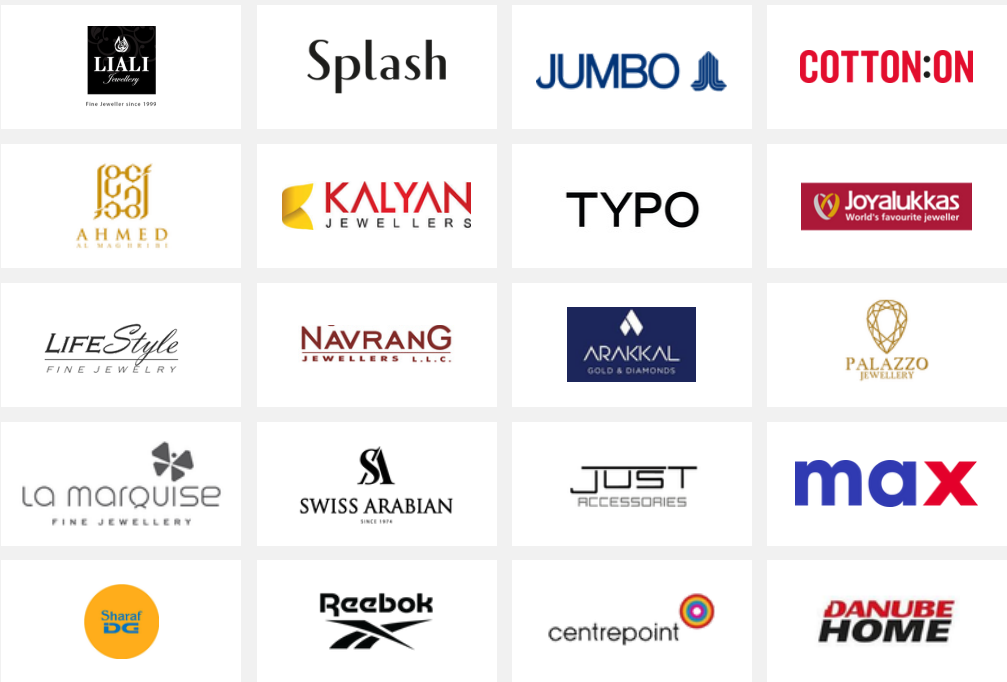


The Best of the UAE, All in One Pass

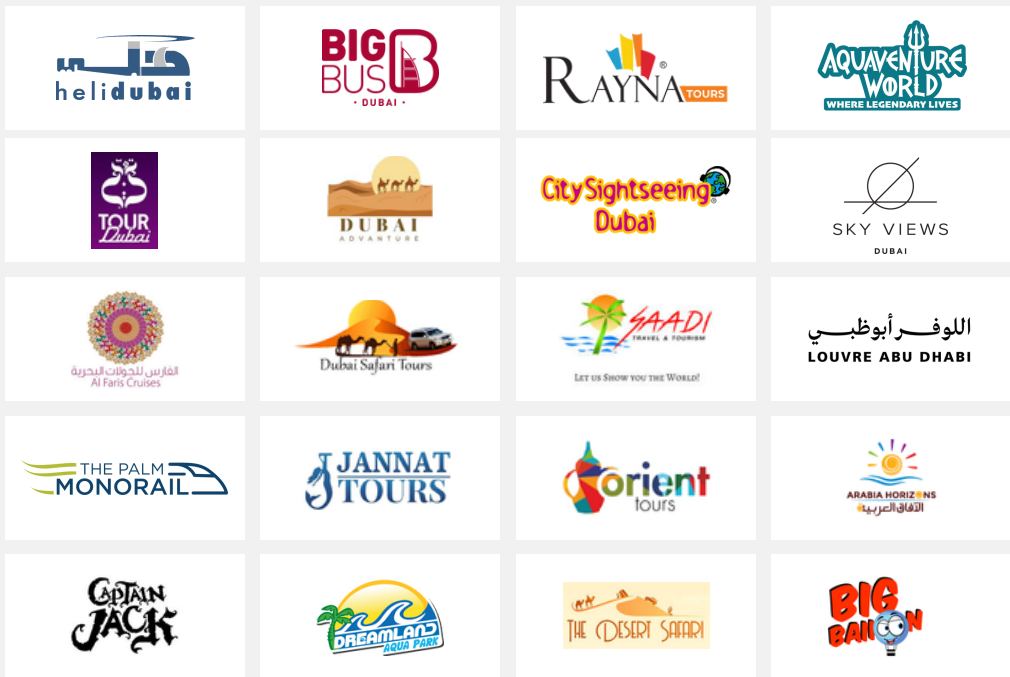
Dining



Shopping



Experiences



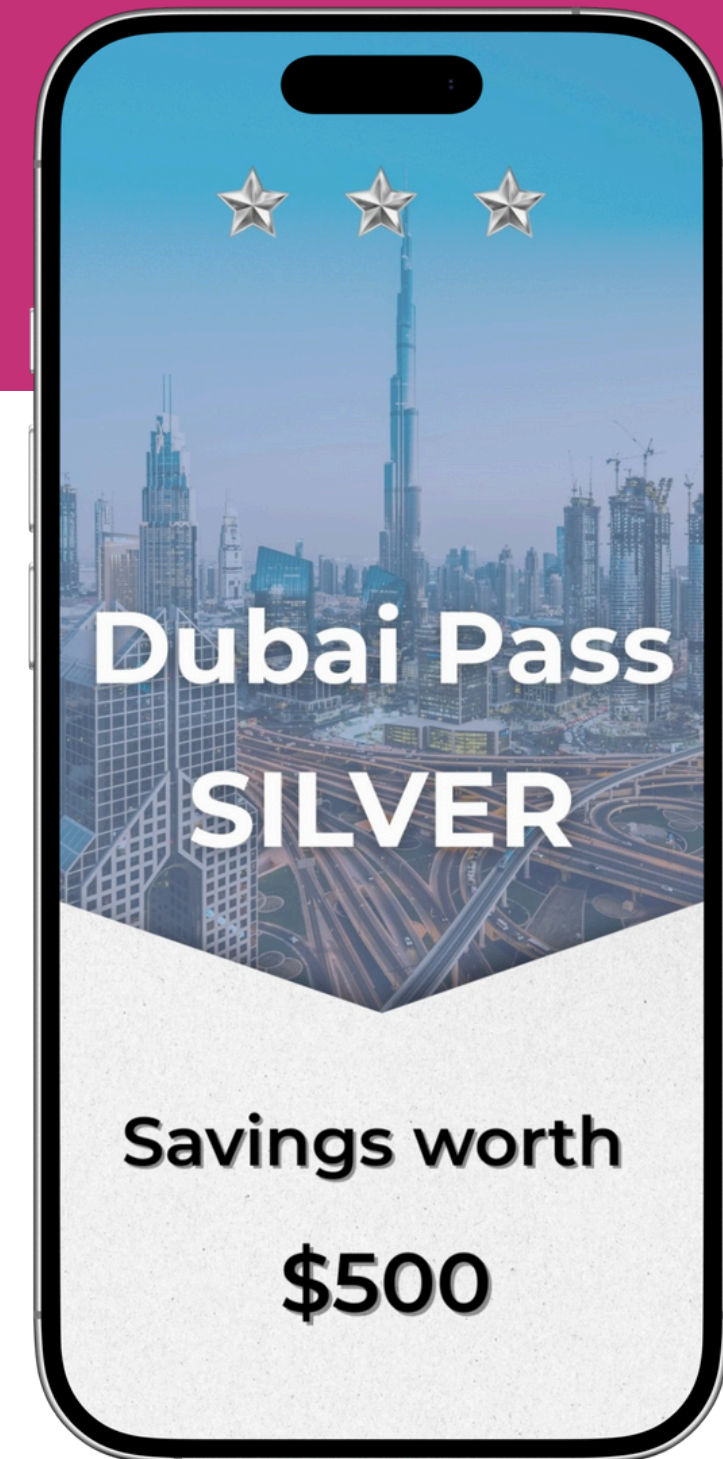
Wellness



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

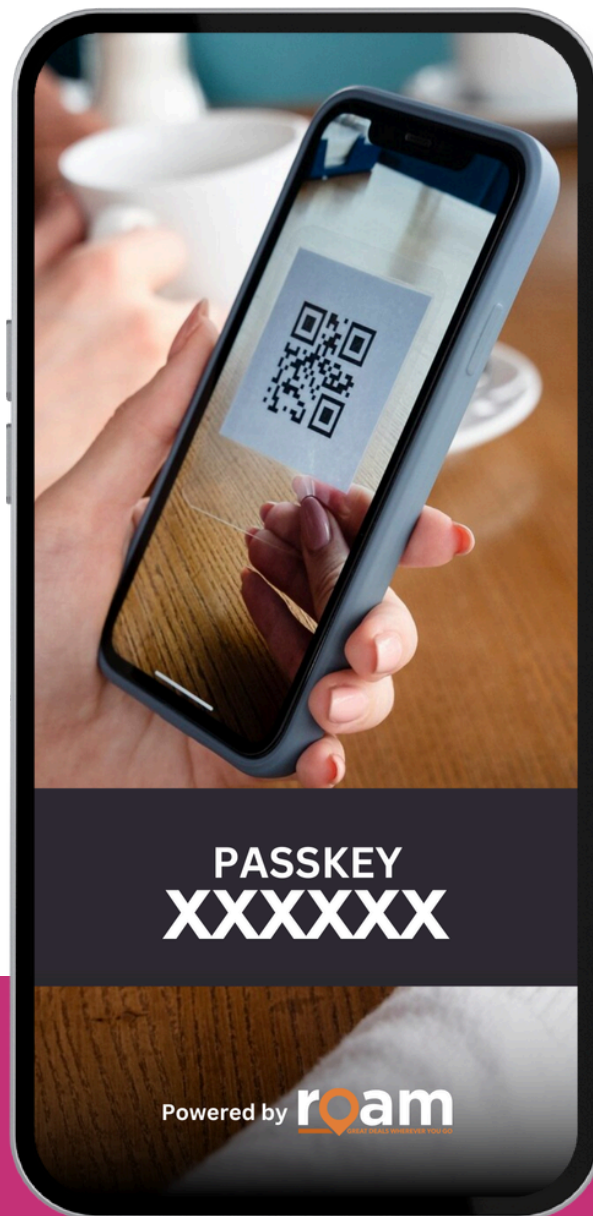


Local Customer
Support

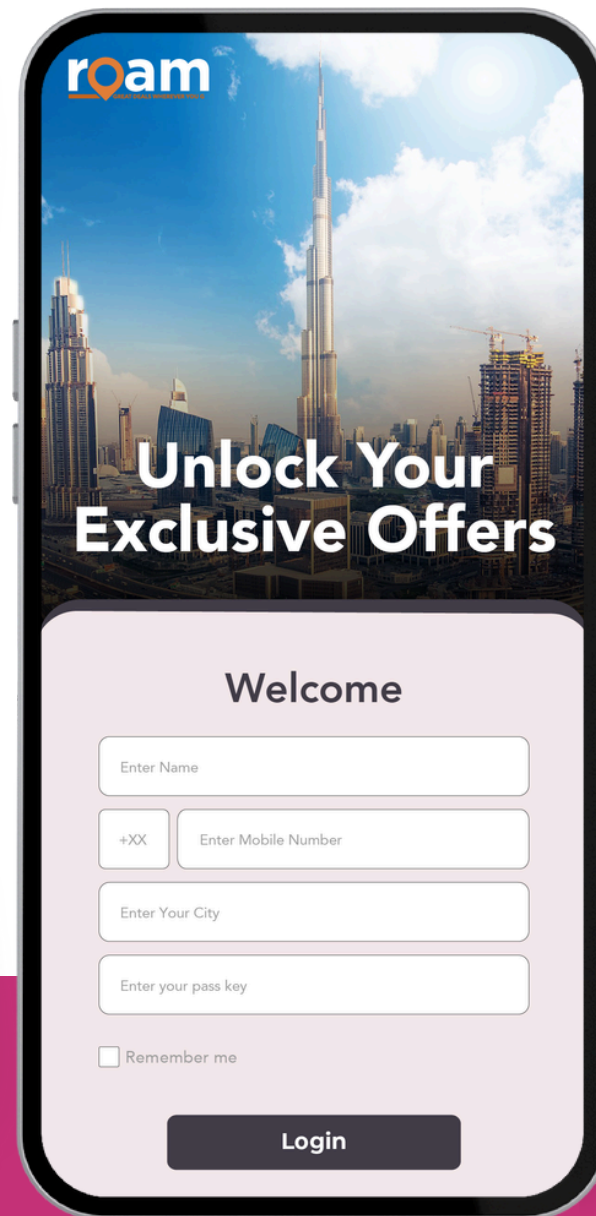


Customer Journey

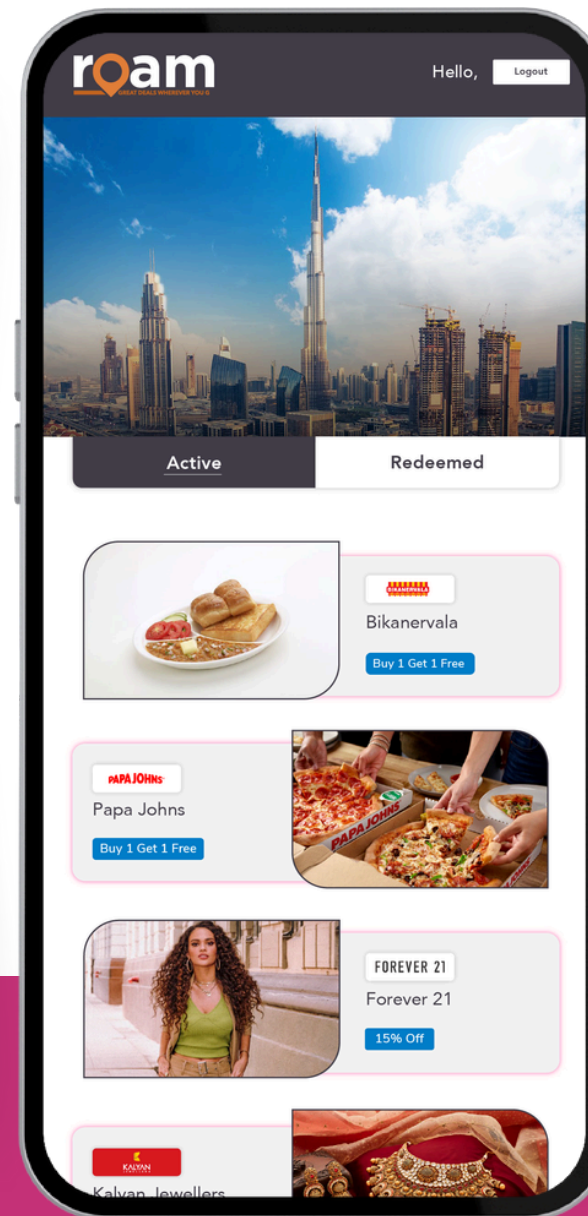
DODLE



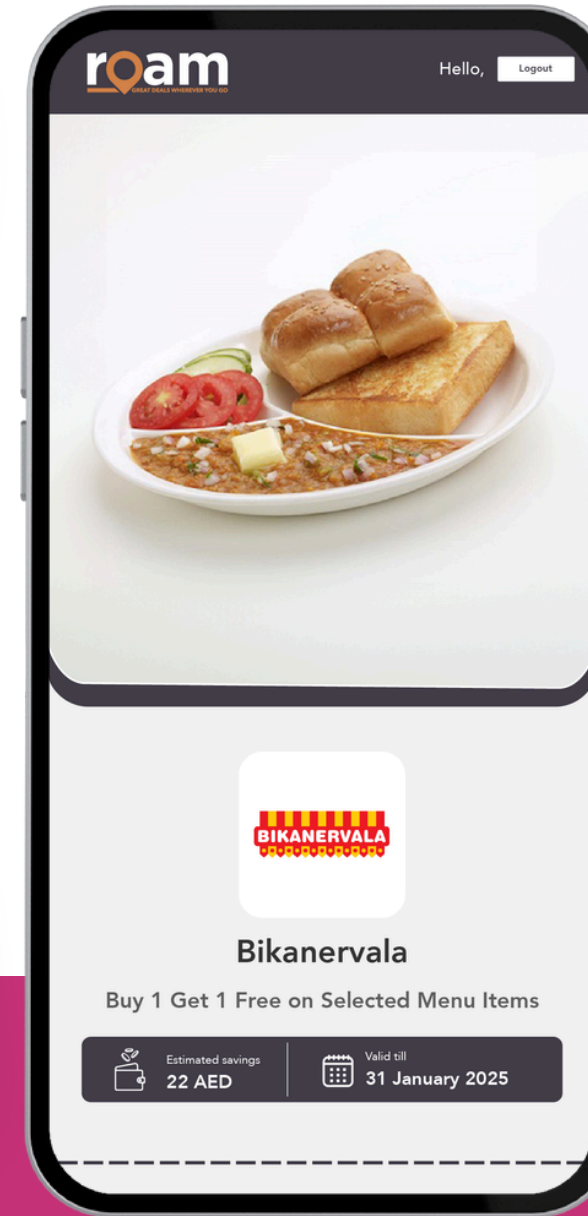
Scan the QR code to visit the website



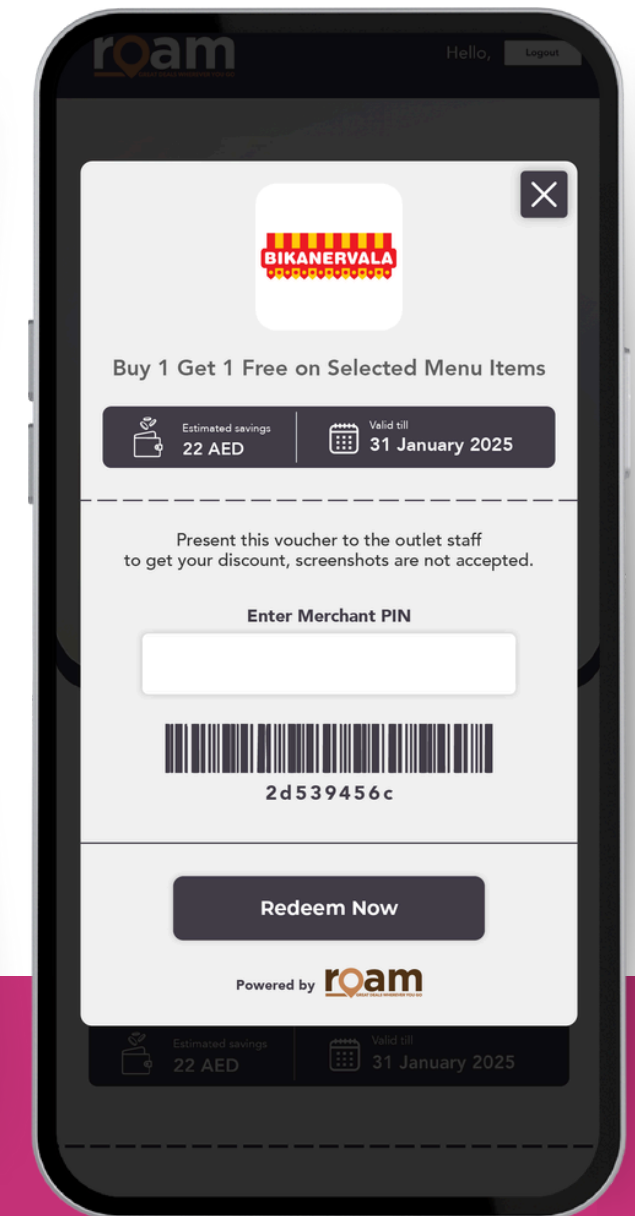
Unlock Offers with the provided Unique Passkey



Explore Offers on Dining, Shopping, and More!

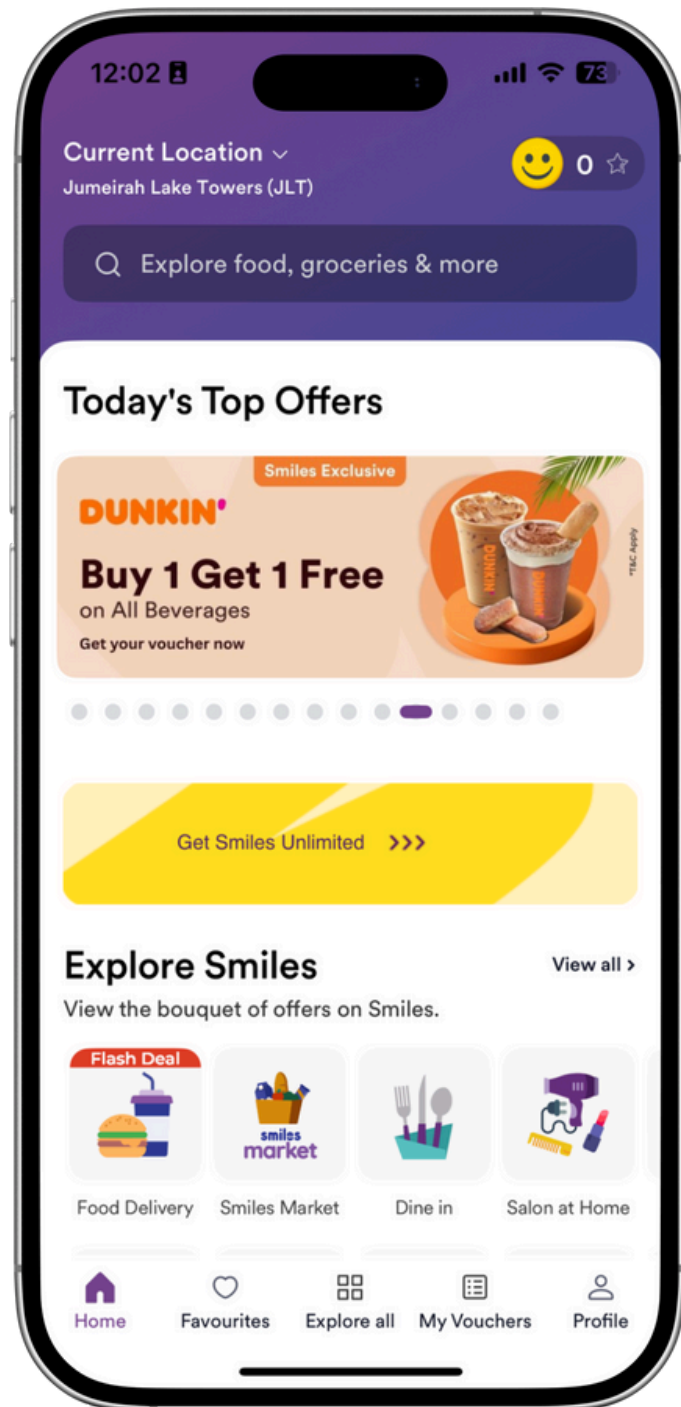


Select the Preferred Offer



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.

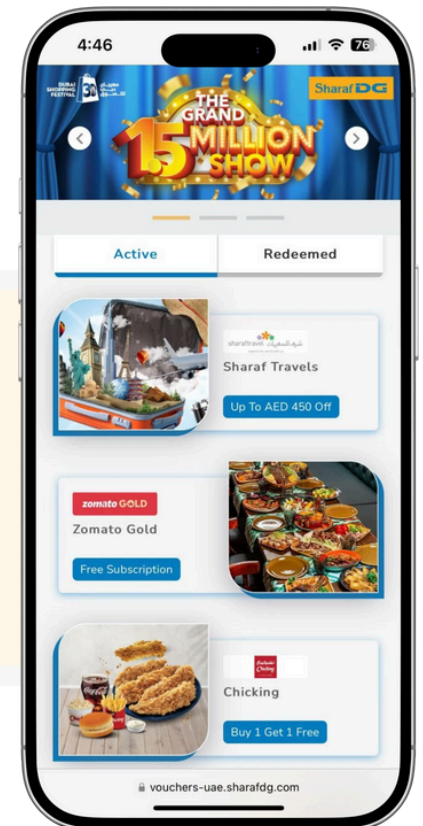
Since **2014**, we have been empowering the Smiles Deals vertical by curating high-value lifestyle offers across **2,000+ brand partners** in dining, shopping, entertainment, wellness, & more across the UAE.



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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