



GET 40% OFF ADMISSION TO
DUBAI PARKS AND RESORTS,
AND WIN EXCITING PRIZES!



SUMMER 'WANASA' CAMPAIGN

Dear Partners,

Trust you are doing well.

With my great pleasure, I'm very delighted to share you the final presentation for our new summer campaign "Wanasa". The new campaign will be launched from **15th June 2021** until **15th September 2021** with total of 16 participating hotels.

WANASA is an Arabic word that means happiness and joy. It best describes one's feeling when experiencing our destination and everything it has to offer.

Each letter in WANASA describes Ras Al Khaimah:

Winner/ everyone wins!

Authentic

Nature

Adventure

Sea

And a lot more

The objective is to drive summer room bookings across participating 3*, 4* & 5* hotels and drive attraction bookings.

The campaign will target both domestic and international markets. With regards to our B2B engagement, I'm attaching to this e-mail the presentations whereby it includes the following along:

RAKTDA - Wanasa Summer Campaigns
B2B Reach and related assets

OFFER DETAILS

- Minimum 3 nights stay (domestic/international) at any participating hotel
- Kids Go Free up to 12 years
- Each room booking receives 1 scratch card that entitles them to win an exciting prize
- 40% discount for all visitors availing of this offer at Dubai Parks and Resorts
- 'Pick a Park' (select one park from below for one day use)
 - LEGOLAND
 - Waterpark
 - MOTIONGATE
 - Bollywood Parks
- Free Shuttle Bus Service to Dubai Shopping Malls or Theme Park (for international travellers)

