

THE WHO

Atlantis is an iconic 5-star Dubai hotel situated on the Palm, a man-made island that has captured the world's imagination with its magnificent scale and ingenuity. From the hotel architecture to the award-winning restaurants and aquatic attractions, it is one of Dubai's most prestigious resorts.

THE WHAT

Atlantis Gift Card is a prepaid card that can be loaded with AED250-3,500 to spend on the complete array of activities, eateries and experiences Atlantis, The Palm has to offer. While this is the primary aim this Mastercard® product can be used as a normal credit card at any appropriate outlet.

THE HOW

Jade One collaborated with Atlantis to produce a single load prepaid gift card.

THE WHEN

Programme launched in March 2015. Jade is contracted with Atlantis on a three-year contract.

THE WHERE

Available at the Atlantis kiosk at Terminal 3 Arrivals Hall in Dubai International Airport with traffic flow of 43 million passengers per year.





AIM OF THE PROGRAMME

- ✓ An AED card for tourists to use in Dubai
- ✓ Increase use of resort facilities
- ✓ Increase revenue
- ✓ Increase brand awareness

RESULTS

- ◆ The total load generated by this program in Q1 2016 was USD 1.52 million (AED 5.6 million) across 5,332 cards through 13,330 transactions.
- ◆ Average load value USD \$286
- ◆ 90% local spend; 10% cross-border spend

PROGRAMME FEATURES

- ◆ Atlantis gift card programme is a single load prepaid card
- ◆ Includes discounts on tickets at activities park, selected restaurants and outlets within the resort
- ◆ A dedicated sales kiosk at Terminal 3 Arrivals Hall at Dubai International Airport allows tourists to purchase tickets without having to be at the resort
- ◆ Unspent funds can be spent anywhere that accepts Mastercard®