

Executive Council Resolution No. (86) of 2025

Approving the Dubai Tourist Loyalty Programme¹

**We, Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai,
Chairman of the Executive Council,**

After perusal of:

Federal Law by Decree No. (29) of 2021 Concerning Entry and Residence of Foreigners and its Implementing Bylaw and its amendments;

Federal Law by Decree No. (8) of 2017 Concerning Value Added Tax and its amendments;

Cabinet Resolution No. (88) of 2022 Concerning the Service Fees Charged by the Federal Authority for Identity, Citizenship, Customs, and Port Security, and its amendments;

Law No. (5) of 1995 Establishing the Department of Finance;

Law No. (14) of 2009 Concerning the Pricing of Government Services in the Emirate of Dubai and its amendments;

Law No. (15) of 2013 Establishing the Dubai Corporation for Tourism and Commerce Marketing;

Law No. (1) of 2016 Concerning the Financial Regulations of the Government of Dubai, its Implementing Bylaw, and their amendments;

Law No. (20) of 2021 Establishing the Department of Economy and Tourism in the Emirate of Dubai; and

Law No. (26) of 2023 Concerning the Executive Council of the Emirate of Dubai,

Do hereby issue this Resolution.

Definitions

Article (1)

The following words and expressions, wherever mentioned in this Resolution, have the meanings respectively assigned to them unless the context implies otherwise:

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¹Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict, the Arabic text will prevail.

Emirate:	The Emirate of Dubai.
Government:	The Government of Dubai.
Executive Council:	The Executive Council of the Emirate of Dubai.
DET:	The Department of Economy and Tourism in the Emirate of Dubai.
GDRFA:	The General Directorate of Residency and Foreigners' Affairs in the Emirate of Dubai.
DTCM:	The Dubai Corporation for Tourism and Commerce Marketing;
Tourist:	A natural person who holds a valid Visa and meets the requirements prescribed for benefiting from the Programme.
Visa:	The five-year multiple-entry tourist visa regulated under the above-mentioned Federal Law by Decree No. (29) of 2021 and the resolutions issued in pursuance thereof.
Programme:	The Dubai Tourist Loyalty Programme that enables a Tourist, upon approval of the Visa by the GDRFA, to obtain the services, offers, and discounts available through the Card.
Card:	The Dubai Tourist Loyalty Card, which provides access to distinctive and exclusive services, offers, and discounts in the sectors specified in Article (8) of this Resolution.

Objectives of this Resolution Article (2)

This Resolution aims to:

1. contribute to the achievement of the objectives of the Dubai Economic Agenda D33;
2. contribute to the implementation of the Government's strategic plans aimed at attracting a greater number of Tourists to the Emirate by developing tourism programmes and projects that provide facilities for them; and
3. support the growth of the tourism sector and consolidate the position of the Emirate as a leading global tourist destination.

Approval of the Programme Article (3)

Pursuant to this Resolution, the Dubai Tourist Loyalty Programme is approved. The benefits available under the Programme, and the conditions and procedures for applying for and accessing those benefits, will be determined in accordance with the provisions and procedures stipulated in this Resolution.

Functions of the DET Article (4)

For the purposes of implementing the Programme, the functions of the DET are to:

1. receive and review applications submitted by Tourists wishing to benefit from the Programme, and refer those applications to the GDRFA for approval of the issuance of the Visa;
2. issue the Card to the Tourist upon approval of the Visa;
3. establish a digital platform for submitting applications to benefit from the Programme, and establish electronic links with the concerned entities in relation to the data and information required for submitting applications and issuing the Card;
4. determine the requirements for benefiting from the Programme and obtaining the Card; and
5. perform any other functions that are relevant to the Programme, as assigned to it by the Chairman of the Executive Council.

Dubai Tourist Loyalty Card Article (5)

- a. A card called the "Dubai Tourist Loyalty Card" is hereby approved under the Programme. A charge of three thousand and two hundred dirhams (AED 3,200) will be payable for issuing the Card. This charge does not include the fee payable for obtaining the Visa under Cabinet Resolution No. (88) of 2022.
- b. The Value Added Tax prescribed by the legislation in force in the United Arab Emirates will be added to the charge approved under paragraph (a) of this Article.

Procedures for Benefiting from the Programme Article (6)

In submitting an application to benefit from the Programme, the following procedures apply:

1. An application will be submitted through DET's digital platform using the form prescribed by the DET for this purpose, accompanied by all the documents specified by the DET.
2. The DET will notify the applicant of the registration of his application and will require him to pay the prescribed Visa fee and Card charge.
3. The DET will consider the application to verify that it meets all relevant requirements, and that it is accompanied by all required documents; and will coordinate with the GDRFA to verify compliance with the Visa issuance requirements in accordance with the legislation in force.
4. Where the application is approved, the DET will notify the applicant of the approval, issue the Card, and require the applicant to report to the GDRFA for the Visa to be issued.

Refund of Card Charge Article (7)

A Tourist will be refunded the charge paid for issuing the Card if the application for the Visa is rejected.

Card Benefits Article (8)

- a. The Card may be used to access services, offers, and discounts in the following sectors:
 1. retail outlets;
 2. telecommunications;
 3. hotels and hotel apartments;
 4. hospitality;
 5. restaurants;
 6. recreational activities; and
 7. any other sector determined by the DTCM.
- b. The DTCM will publish, on the DET's digital platform, the services, offers, and discounts available through the Card.

Validity of the Card Article (9)

The Card will be valid for five (5) years commencing on the date on which the Visa is issued and will expire upon the expiry or cancellation of the Visa.

Use of the Card Article (10)

- a. The Card will be issued in the name of the Visa holder and may not be assigned to, or used by, any other person.
- b. The Card has no monetary value and may not be used as a payment or credit instrument. Its use is limited to benefiting from the services, offers, discounts, and advantages provided by Government Entities and non-government entities contracted by the DTCM.
- c. The DET will determine the terms and conditions governing the use and replacement of the Card. These terms and conditions must be published on the DET's digital platform.

Payment of Card Charge Proceeds Article (11)

The proceeds of the charges collected pursuant to this Resolution will be paid to the Public Treasury of the Government of Dubai.

Coordination and Cooperation Article (12)

- a. The DET, the Department of Finance, and the GDRFA must coordinate and cooperate with one another in implementing this Resolution, including by adopting a joint mechanism for issuing the Visa and the Card, enabling Card holders to benefit from the specified advantages, and collecting the prescribed charge and paying the proceeds to the Public Treasury of the Government of Dubai.
- b. All Government Entities and non-government entities in the Emirate must fully cooperate with the DET and the DTCM to enable them to implement the provisions of this Resolution, and must, upon request, provide the DET and the DTCM with support and assistance.

Assessment of the Impact of Implementing this Resolution
Article (13)

The DET must, in coordination with the Department of Finance, review the implementation of the Programme and this Resolution, and assess the impact of that implementation, every twelve (12) months from the date on which this Resolution comes into force, or whenever necessary. The DET must prepare a report on the findings of the implementation assessment, including any challenges or obstacles encountered during implementation, and submit the report to the Chairman of the Executive Council for issuance of such directives as he deems appropriate.

Issuing Implementing Resolutions
Article (14)

The Director General of the DET will issue the resolutions required for the implementation of the provisions of this Resolution.

Commencement and Publication
Article (15)

This Resolution comes into force on the day on which it is issued, and will be published in the Official Gazette.

Hamdan bin Mohammed bin Rashid Al Maktoum
Crown Prince of Dubai
Chairman of the Executive Council

Issued in Dubai on 18 November 2025
Corresponding to 27 Jumada al-Ula 1447 A.H.