



ATLANTIS, THE PALM UNVEILS A NEW ON-SITE WATER BOTTLING PLANT WHICH WILL REMOVE 2.7M PLASTIC BOTTLES EVERY YEAR FROM THE 1,544 KEY PROPERTY

The AED 1.2m investment aims to contribute to the reduction of plastic pollution in Dubai, and supports The Crown Prince of Dubai's sustainability initiative, Dubai Can

DUBAI, United Arab Emirates (20th September 2022) – In the presence of senior figures from the Department of Economy and Tourism (DET), Trust Your Water, Investment Corporation of Dubai, Kerzner International, Goumbook, and Atlantis Dubai, Atlantis, The Palm's new on-site water purification and bottling plant was unveiled today.

The AED 1.2m project was conceptualised with a clear purpose – to support Atlantis, The Palm's pledge to eliminate all single-use plastic bottles from its operation, both resort-wide and in Aquaventure Waterpark by the end of 2023. This commitment was made in February 2022 in support of [Dubai Can](#), a sustainability initiative by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai.

To put this into perspective – a total of 2.7 million single-use plastic bottles of water will be replaced with reusable, refillable drinking water in glass bottles and provided to all in-house guests. This is a significant contribution to reducing plastic pollution across the city, which is harming the environment and putting terrestrial and marine wildlife at risk.

Expertly designed to supply all 1,544 rooms and suites at the resort, Atlantis, The Palm's AED 1.2 million water bottling plant produces up to 800 litres of purified artisan water per hour and operates around the clock with 2,500 one-litre refillable glass bottles in circulation at any one time.

The water itself is put through a stringent four-step filtration process starting with prefilters, then a remineralisation filter, before going through the main filters, and finally disinfection (using copper-silver ionisation and UV lamps). While other hotels in Dubai have installed similar technologies to offer filtered



and purified water to their guests, Atlantis, The Palm is the only hotel in the UAE that has implemented a remineralisation filter – adding Calcium and Magnesium, essential minerals for health, to its water.

Tim Kelly, Managing Director & Executive Vice President of Atlantis Dubai, commented: *“Today marks a key milestone on our sustainability journey as we unveil our AED 1.2 million water bottling plant. This has been custom-designed to provide our in-house guests with fresh, purified artisan drinking water from refillable glass bottles around the clock – replacing single-use water bottles in rooms and suites. As we continue driving efforts to meet our goal of eliminating all single-use plastic bottles by the end of 2023, we are also rolling out plans to remove other single-use items across the resort, and looking to embrace circularity principles as part of our aim to be a leader in responsible tourism within the region. We are proud to support Dubai Can and His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Dubai Crown Prince and Chairman of The Executive Council of Dubai, by removing 2.7 million plastic bottles from our operation each year which will have a big impact on the city.”*

Atlantis, The Palm’s new water bottling plant is the latest sustainability initiative under Atlantis Atlas Project to drive responsible operations this year, with other highlights including the installation of Winnow AI food waste reduction technology and increasing locally and responsibly sourced dishes on menus by over 70%. Earlier this month, the resort’s first nine conservation and sustainability project partners to receive funding from its \$120,000 investment fund contribution for 2022-2023 were also announced.

NOTES TO EDITORS

Pictured Left to Right in the main image: **Tom Roelens** (General Manager & Senior Vice President, Atlantis Dubai), **Enrico Zanchi** (Director of Operations & Partner, Trust Your Water), **Tatiana Antonelli Abella** (Founder & Managing Director, Goumbook), **Phillipe Zuber** (CEO, Kerzner), **Yousuf Lootah** (Executive Director and Vice Chairman of the Dubai Sustainable Tourism Committee on behalf of the Department of Economy and Tourism (DET), **Tim Kelly** (Executive Vice President and Managing Director, Atlantis Dubai), **Marina Pytlak** (Associate Principal, Hospitality - Asset Management, Investment Corporation of Dubai).

For high-resolution, detailed infographics, imagery and video content of Atlantis, The Palm’s Water Bottling Plant, please contact Carole Cassidy at carole.cassidy@atlantisdubai.com.



MEDIA ENQUIRIES

Carole Cassidy

Manager, Public Relations

Mobile: (+971) 551100153

Email: carole.cassidy@atlantisdubai.com

For further information about Atlantis, please call +971 4 426 1000, or visit www.atlantis.com/dubai. Both low and high-resolution colour photography of Atlantis and its new Water Bottling Plant is available at

www.kerznercommunications.com/atlantis/the-palm/

Follow Atlantis, The Palm on Social Media

Facebook: @AtlantisThePalm

Twitter: @Atlantis

For Resort: @AtlantisThePalm #AWorldAway

About Atlantis Atlas Project

Atlantis Atlas Project is Atlantis Dubai's commitment to doing business in ways that are good for both people and the planet, by focusing on Responsible Operations, Conservation & Animal Welfare, Education & Awareness, and Corporate Social Responsibility. Atlantis Atlas Project endeavours to be a leader in responsible tourism, ensuring that Atlantis Dubai stands above the rest, whilst providing guest experiences that are more extraordinary than ever. The destination provides immersive experiences and opportunities for guests to learn about the local environment both in and outside of the resort. From inspiring young explorers and families to learn about marine conservation through educational programmes to offering 100+ locally and responsibly sourced dishes across restaurants and cafes around the resort, guests are actively encouraged to participate in Atlantis Atlas Project. Atlantis Dubai is also dedicated to supporting the local community and donates 1 USD from every marine animal experience to projects which make measured impacts on conservation, education and society. Atlantis Dubai has been awarded EarthCheck Silver Certification for the past two years, recognising its contributions to social and environmental sustainability and accreditation from the Association of Zoos and Aquariums, the internationally-recognised gold standard for animal welfare and care.

About Atlantis, The Palm, Dubai

Located at the centre of the crescent of The Palm in Dubai, Atlantis, The Palm is the first entertainment resort destination in the region. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions and 22 hectares of waterpark amusement at Atlantis Aquaventure, all within a 46-hectare site. It is home to one of the biggest waterparks in the world and one of the largest open-air marine habitats, with more than 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Aquaventure Waterpark features 23.5 million litres of fresh water used to power 105 thrilling waterslides and attractions, including several world record-breaking slides, two river rides featuring tidal waves and pools, and water rapids and white-water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests with a once-in-a-lifetime opportunity to learn more about some of nature's most friendly mammals. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities. Atlantis, The Palm is also known as the culinary destination in the region where guests can take their pick from a collection of 35 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Seafire Steakhouse & Bar and the award-winning underwater restaurant, Ossiano. Atlantis is also home to a buzzing nightlife scene with entertainment destination Wavehouse offering something for everyone, while WHITE Beach is the perfect place to unwind with a drink as the sun slips into the Arabian Sea.