**RETAIL FACT SHEET**

* Atlantis, The Palm boasts 2,200 square meters of luxury retail space
* The Avenues has 35 retail outlets
* The retail outlets sell over 6000 lines of product
* The most visited stores in The Avenues are Legends of Atlantis and The Lost Chambers store
* The most expensive item ever purchased in The Avenues was a wax Michael Jackson doll for AED5,500 (2016)
* The most money spent in one transaction by a guest was over 31,000 on jewellery and accessories (2011)
* The largest amount of items purchased by a guest was AED 102,060 on 1250 pairs of pool shoes for a corporate group (2016)
* The most commonly purchased item in The Avenues are fridge magnets, postcards and swimwear
* British guests are the biggest spenders in The Avenues, followed by Chinese and Indian
* The most commonly forgotten item that holidaymakers purchase in resort is suntan lotion and swimwear
* Atlantis sells over 20,000 branded caps every year