

DIVE INTO THE 30TH ANNIVERSARY OF SHARK WEEK WITH SPECIAL MARINE OFFERS AT ATLANTIS, THE PALM

Enjoy between 25-40% off marine experiences including Shark Snorkel, Aqua Trek and Dive Discovery between 22nd and 28th July



DUBAI, United Arab Emirates (17th July 2018) – In celebrating the 30th Anniversary of Discovery Channel's Shark Week, Atlantis, The Palm is offering special rates on selected shark-centric activities from 22nd to 28th July. Guests can get up close and personal with the resort's fascinating sharp-toothed residents, descending into the 11-million-litre Ambassador Lagoon with the 65,000 marine animals who call it home.

For those who would rather stay dry, The Lost Chambers Aquarium team will be providing an exciting schedule of activities. From 11am to 5pm, kids can win prizes by pointing out all The Ambassador Lagoon's shark species in 'Spot the Shark'. There will also be an expert shark talk between 11:30am and 2:30pm, a shark-themed Aquatheatre from 10:30am to 3:30pm and a special Bowmouth feeding in the Red Sage Chamber at 3:45pm.

The popular Fish Tales Tour is also set to include special shark additions such as a Mermaid's Purses (shark eggs) display and educational shark conservation video. Offered every hour from 10am until 5pm daily, the tour allows guests to interact with insightful Marine Educators, visit the resort's dedicated fish hospital and discover the importance of protecting marine life.

"We are proud of the work we do here at Atlantis in ensuring the general public begin to embrace sharks and their existence," says Natasha Christie, Director of The Lost Chambers Aquarium, an advocate for sharks and their curial role within the marine ecosystem. "We invite guests and residents to come and learn more about these misunderstood predators during Shark Week and make the most of our unique marine experiences."

ATLANTIS

THE PALM, DUBAI

For the duration of Shark Week, the following offers include:

- 40% off Shark Snorkel (Ambassador Lagoon Snorkel) – Only AED 185
- 30% off Shark Trek (Aqua Trek) – Only AED 435
- 30% off Shark Trek by Night (Aqua Trek by Night) – Only AED 560
- 25% off Dive Discovery – Only AED 995
- Shark Dive Incl. Predator Feed – Only AED 980 for in-house guests and only AED 1,095 for day visitors (Dive Explorer plus free predator feeding)

Bookings can be made from 15th July and redeemed during Shark Week from 22nd to 28th July. For more information and to book, visit atlantisthepalm.com/special-offers/shark-week or call +971 4 426 2000.

Offers not available for purchase at the ticketing plaza.

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MEDIA INQUIRIES

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For further information about Atlantis please call +971 4 426 1000, or visit atlantisthepalm.com. Both low and high resolution colour photography of Atlantis is available at Media.atlantisthepalm.com

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About Atlantis, The Palm, Dubai

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterscape amusement at Aquaventure Waterpark, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 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 features 18 million liters of fresh water used to power thrilling waterslides, a 2.3-kilometer river ride with tidal waves and pools, water rapids and white water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created to provide guests a once in a lifetime opportunity to learn more about one of nature's most friendly mammals. Atlantis, The Palm is also known as *the* culinary destination in the region with a collection of world-renowned restaurants including Bread Street Kitchen & Bar, Nobu and Ronda Locatelli. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities.