



ATLANTIS, THE PALM ANNOUNCES YEARLY INCREASE OF CHINESE GUESTS VISITING THE RESORT

Dubai's leading entertainment resort destination reports a significant year-on-year increase of Chinese guests

DUBAI, United Arab Emirates (19 July 2018) – Atlantis, The Palm proudly announces a yearly increase of Chinese guests with more than 24,000 room nights from China since the beginning of 2018. As the resort's second top leading source market in Q1, Atlantis remains one of the most popular resorts in Dubai and the UAE for Chinese visitors, particularly during Chinese New Year.

In line with an Arabian Travel Market report published by Colliers International in January 2018, the UAE is set to welcome a 20% increase of Chinese visitors by 2021 and in turn, Atlantis looks forwards to welcoming more Chinese guests to the resort than ever before.

"Year on year, more Chinese guests are selecting Atlantis for their stay in Dubai," comments Timothy Kelly, General Manager and Senior Vice President, Operations, Atlantis, The Palm. "During February 2018's Chinese New Year celebrations, the resort witnessed an 18% increase in Chinese guests compared to the same period in 2017. We also had the privilege of hosting a special Chinese New Year Street Market Dinner with 1,300 guests attending the event."

In addition to this event, a dedicated Chinese New Year Nin Hao Centre was set up in the East Tower to support Chinese guests and ensure their time in resort during this important celebration was as enjoyable and memorable as possible. Atlantis also has 76 Chinese colleagues who look after the resort's Chinese guests throughout the year, personally helping with reservations, activity bookings and language assistance.

To further strengthen ties with the Chinese market, an Atlantis-themed shop will be opening in Shanghai with one of the resort's key partners in order to provide relevant information about Atlantis, The Palm and its unique offering.

Giving Chinese guests a taste of home, the award-winning Cantonese restaurant Hakkasan will open within the resort in September. The renowned brand will be joining the already impressive restaurant

ATLANTIS

THE PALM, DUBAI

collection in The Avenues, further establishing Atlantis as a favourite culinary destination for Chinese visitors to Dubai.

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MEDIA INQUIRIES

Olivia Atkinson Atlantis, The Palm
+971 55 109 1011
Olivia.Atkinson@atlantisthepalm.com

Linda Abdul Hay
+971 55 200 4581
Linda.AbdulHay@atlantisthepalm.com

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.