

**ATLANTIS, THE PALM UNVEILS NEWLY REDESIGNED IMPERIAL CLUB OFFERING**  
*Guests can enjoy the holiday of their dreams with a 'little added luxury'*

Atlantis, The Palm, is raising the bar of its luxury offering with the relaunch of its Imperial Club service including a brand new 3,091sqm lounge. Guests of the iconic destination resort can enjoy additional comfort and convenience, as well as Dhs3,000 worth of benefits per day and a number of exclusive perks. The relaunch of the service is part of Atlantis, The Palm's constant commitment to enhancing guests' experiences at the five-star resort.

The stunning new Imperial Club Lounge, located in the East Tower, sits over two floors and can seat Imperial Club guests for complimentary breakfast, afternoon tea and cocktails and canapes over the course of a day. With 128 seats on a beautiful terrace overlooking the ocean and 359 seats inside the Imperial Club Lounge, guests can add a little luxury to their stay in this beautifully designed haven. For breakfast, guests can enjoy a huge selection of more than 90 organic, natural and premium breakfast items with a luxury buffet and live cooking station for eggs and omelettes from 7am to 11am each day. From smoked salmon to free range eggs and healthy detox juices, the offering also features handpicked items such as the Killowen Yoghurt, made in Wexford, Ireland. From 2pm-4pm each day, guests can while away the day with a spot of afternoon tea on the terrace. Whether it be a jam and cream-loaded scone and a bite sized sandwich or turkey and leek quiche and a decadent dessert, there are more than 60 amazing options to choose from. And after a long day of enjoying all Atlantis, The Palm has to offer, guests can make the most of a generous happy hour offering with a range of delicious drinks and brilliant bites from 5pm to 7pm. A stunning selection of tasty treats such as prawn tempura, lamb satay, Italian antipasti and Oreo cheesecake awaits, along with a wide-ranging menu of cocktails and house beverages.

For Imperial Club guests the luxury begins as soon as they touch down in the city, with complimentary luxury airport transfers in the resort's fleet of Audi A6 cars. Upon arrival at the resort, guests receive a warm welcome with private check-in in the new Imperial Club Lounge, designed by Abu Dhabi and Dubai-based Allen Architecture Interior Design. The gorgeous interior uses soft gold, blue and white tones throughout to combine comfort and convenience without compromising on style. The sea-themed lounge features three spectacular chandeliers comprised of 150 hand-blown glass fish. A number of spectacular floor installations can also be found, with approximately 4,000 shimmering fish scales used in the corridor

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and 2,300 next to the bar. This elegant two-level space is used daily for the breakfast buffet, afternoon tea and evening drinks, with happy hour beverages and snacks on offer. The ground floor is designed mainly for families, with a dedicated kids' hangout area, while the upper floor has more of a sophisticated cocktail bar vibe.

The additional range of benefits for guests to add a little luxury to their stay, include complimentary Kids Club for little ones aged between three to 12, with a number of activities and games to keep the youngsters occupied. While teens aged 13 to 17 can chill, dance and connect at The Zone, Dubai's only dedicated hangout spot for teens, where they can experience being a DJ, play the first ever Star Wars pinball game and challenge their friends on Fortnite and FIFA 18. Those looking for a little extra relaxation can avail two-for-one spa treatments at the award-winning ShuiQi spa or make use of the Imperial Club beach, a private sanctuary with a fully stocked bar and personal service attendants to meet guests' every whim. A collection of seven plush cabanas are available for guests, with a number of comfortable sun loungers also dotted throughout the beach. If guests want to leave the resort and explore the vibrant and fast-paced city, the dedicated Imperial Club concierge team is there to ensure they make the most of their trip. From arranging helicopter tours to a Desert Safari, help is at hand to make it a holiday of a lifetime.

Timothy Kelly, General Manager of Atlantis, The Palm, said: "We are constantly looking for new ways for improve guests' experience and we feel the new Imperial Club enhancements achieve just that. The Imperial Club is all about adding those extra touches of luxury for our guests to make the most of their stay with us."

To book, visit [www.atlantisthepalm.com](http://www.atlantisthepalm.com) or call +971 4 426 2000. Imperial Club packages start from AED 1197AED++ per night with the online advance purchase offer.

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## **MEDIA ENQUIRIES**

Rebecca Hall, Atlantis, The Palm  
+971 52 873 6960  
[Rebecca.hall@atlantisthepalm.com](mailto:Rebecca.hall@atlantisthepalm.com)

For further information about Atlantis please call +971 4 426 1000, or visit

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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 litres 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, Hakkasan, Nobu, Ronda Locatelli and Dubai's ultimate entertainment destination, Wavehouse. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities.