

**AS ATLANTIS, THE PALM PREPARES FOR A BUMPER 2020, THE RESORT REVEALS WHY 2019 WAS A YEAR OF GROWTH AND CHANGE**

*Having successfully completed a three-year renovation project, Atlantis, The Palm is thrilled to report that last year saw an upsurge in bookings from the resort's top source markets as well as positive growth from emerging markets*

Upon completion of a three-year makeover, Atlantis, The Palm has reported record-breaking 2019 with an average occupancy of 90 per cent. This increase in visits as a result of strong footfall from top source markets as well as from diversified markets and is in line with the tourism strategy set out by Dubai Tourism (DTCM).

Significantly bookings from the UAE were up by 39 per cent, while Norway experienced a 24 per cent growth in bookings, China an increase of 16 per cent and Russia 14 per cent. Closer to home, bookings from Saudi Arabia surged by 25 per cent, while bookings from the rest of the resort's top markets, including the UK, USA and India, remained robust.

"Ahead of Expo 2020 we undertook a programme that has updated our property with contemporary flair, while staying true to the property's iconic heritage. Revamped and revitalised, it has been stylishly upgraded, while still keeping the soul of Atlantis alive," said Timothy Kelly, Executive Vice President and Managing Director, Atlantis Resorts & Residences. "We are maintaining our focus on customer needs and demands, and constantly evolving, ensuring that each and every experience is unique, with all our visitors making memories that last a lifetime," he added.

Dubai welcomed 16.73 million visitors in 2019, with Atlantis, The Palm's diversified portfolio ensuring that more than half a million of these visitors checked into the iconic resort. With next year's Dubai Expo 2020 projected to attract 25 million visitors over a period of six months, more than 70 per cent of visitors will be coming from outside the UAE, which will have a significant effect on Dubai's hospitality industry – and Atlantis, The Palm is ready for the influx.

"With Dubai attracting more than 16 million tourists in 2019, more than half a million of these opted to stay at or visit Atlantis, The Palm, which is testament to the hard work that has been put in to revitalise

# ATLANTIS

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the resort. We fully expect the year ahead to be a buoyant one and we are looking forward to welcoming even more tourists in 2020,” said Timothy Kelly.

2019 marked a transformative year for the Atlantis, The Palm. To celebrate the completion of a three-year refurbishment programme, the resort recently launched the ‘Atlantis Reimagined’ campaign which seeks to hero the enhanced and invigorated resort. As of December 2019, Atlantis, The Palm saw the completion of the refurbishment programme that has refreshed the entire resort. Following a vigorous competition, UAE based architects WA were selected to refurbish the resorts’ rooms and suites, delivering a contemporary underwater design to provide a fresh look and feel in keeping with the resort’s underwater theme. Integrated technology with sound bars and touch screen panels, oversized flat television screens and bespoke chandeliers are just some of the stand-out features of the spruced up new suites.

Atlantis, The Palm, has also raised the bar of its luxury offering with the relaunch of its Imperial Club service including a brand new 3,091sqm lounge. The stunning new Imperial Club Lounge, located in the East Tower, sits over two floors and can accommodate Imperial Club guests for complimentary breakfast, afternoon tea and cocktails, and canapés over the course of a day.

Additional refurbished guest areas include The Zone, a teen-only hangout for ages 13 to 17, Plato’s Lounge serving breakfast, afternoon tea and evening cocktails and the concierge and VIP check in lounge. Sun loungers located on The Royal Beach, Royal Pool, Zero Entry Pool and all guest towels have also been replaced for a cleaner, more modern look.

The programme has also seen the introduction of four new restaurants including the incredibly successful launch of revolutionary entertainment destination Wavehouse, the opening of the globally celebrated Cantonese fine dining restaurant Hakkasan and the introduction of Atlantis, The Palm’s poolside burger concept Beach Buns. November 2019 also saw the introduction of the cutting-edge beachside venue WHITE Beach & Restaurant, the new Dubai hotspot complete with a stylish infinity pool for laid-back lounging, with majestic, uninterrupted views of the glittering city skyline. Additionally, all-day-dining restaurant Kaleidoscope received a complete refurbishment in 2018.

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In 2020 Atlantis Aquaventure plans to open a third tower. The expansion, which will include nine new attractions including the world's longest waterslide, will make it one of the largest waterparks in the world.

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## **MEDIA ENQUIRIES**

### **Linda Abdul Hay**

Senior Director, PR & Communications

Mobile: (+971) 552004581

Email: linda.abdulhay@atlantisthepalm.com

For further information about Atlantis please call +971 4 426 1000, or visit [atlantisthepalm.com](http://atlantisthepalm.com). Both low and high resolution colour photography of Atlantis is available at [media.atlantisthepalm.com](http://media.atlantisthepalm.com)

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#AtlantisThePalm #ServingTheExtraordinary

## **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 waterpark amusement at Atlantis Aquaventure, 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 Waterpark features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometre 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. 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 29 world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli, Seafire Steakhouse & Bar, award-winning underwater restaurant, Ossiano, and traditional Middle Eastern favourite, Ayamna. The nightlife scene at Atlantis is lively, too, with the fun-filled Wavehouse offering something for everyone, and WHITE Beach & Restaurant the perfect place to unwind with a drink as the sun slips into the Arabian Sea.