



WHITE BEACH INVITES GUESTS TO ENJOY A DREAMY DAYCATION ON THE SANDY SHORES OF ATLANTIS, THE PALM

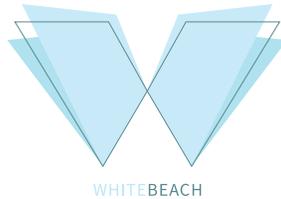
Daycationers can enjoy exclusive access to Dubai's most stylish beach club, with a three-course set menu at WHITE Restaurant as well as a deluxe room at Atlantis, The Palm

DUBAI, United Arab Emirates– Dubai's newest and most stylish beach club, WHITE Beach is inviting guests to take a moment of calm on the seductive shores of Atlantis, The Palm from Friday 22nd May onwards. For just AED 295 per person, the WHITE Beach daycation package includes a deluxe room for the day, a sun lounger on WHITE Beach, and a three-course set lunch menu at WHITE Restaurant. If guests wish to extend their stay beyond 7:00 pm to include the evening and breakfast the following morning, they can do so from just 300 AED per room, per night.

Inspired by traditional Mediterranean fare anchored by an excellent selection of seafood, Chef Ibrahim Ata's three-course lunch menus include the likes of Mediterranean sea bass ceviche with citrus, salmon tartare served with mango and chilli, and cauliflower arancini topped with fresh truffles to start. Main course options include WHITE mini sliders, squid ink risotto and caramelised Scottish salmon, while for dessert beachgoers can indulge on treats including AKON's favourite, the WHITE profiteroles, or the legendary funky monkey bread.

With its suave, sultry location sporting breathtaking views of Dubai's skyline, WHITE Beach & Restaurant is fast becoming the city's most Instagrammed location. Barefoot sophistication at its finest, the laidback venue is all about graceful glamour, great food and good times – topped off with different award-winning entertainment every week. Never has there been a more enticing venue for the day to blend into night with the feel-good vibe turned up a notch as the stars begin to light up the sky.

In light of local restrictions slowly being lifted, Atlantis, The Palm has collaborated with worldwide experts and recognised partners, as well as the local authorities to develop an enhanced health and safety programme to ensure Atlantis guests enjoy an even cleaner and safer stay from check-in to check-out. On **WHITE Beach** strict social distancing will be practised between sun loungers and all tables at **WHITE**



Restaurant have been allocated with appropriate physical distancing in mind. Menus will also be offered via a QR code format and all restaurant tables, bar tops, stools and chairs will be sanitised using hospital-grade disinfection before and after each use.

In addition to operating at a reduced capacity of 30 per cent, thermal temperature checks will be conducted on arrival for all guests and colleagues, self-park valet will be offered, and a welcome kit will be provided to guests which includes personal protective and sanitising products. All rooms will be fogged and disinfected before and after every use by a specially trained housekeeping team, and rooms will also be allocated on a three-day rotation with one vacant room between each guest to ensure appropriate distancing. The resort is also the only one in the region to offer a guest clinic with fully-qualified paramedic assistance available 24/7. All in resort attractions and pools remain temporarily closed until further notice as per direction by the United Arab Emirates government and Dubai authorities.

WHITE Beach Daycation

- Date: Every day From Friday 22nd May
- Time: 10am-7pm (Room access from 12pm)
- Rate: AED 295 per person (Based on a minimum of 2 people and a maximum of 3 people per room occupancy)
- The rate is inclusive of all fees, but a tourism fee of AED 20 per bedroom, per night is applicable.
- 21+ only.
- Bookings can be made at <https://www.sevenrooms.com/reservations/whitebeach>

To find out more about WHITE Beach or to make reservations, log onto www.atlantis.com/dubai/bars-and-nightlife/white-beach-club or call +971 5 520 04321. Alternatively, check us out on social media @whitebeach.

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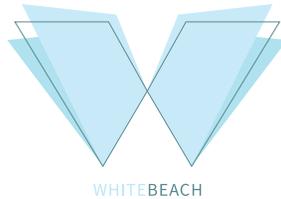
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For further information about Atlantis please call +971 4 426 1000, or visit www.atlantis.com/dubai. Both low and high resolution colour photography of Atlantis is available at media.atlantisthepalm.com

Follow WHITE Beach on Social Media

Instagram: @whitebeach

#AtlantisThePalm #AWorldAway #ServingTheExtraordinary

About WHITE Beach

Located on the sandy shores of Atlantis, The Palm, WHITE Beach is Dubai's newest and most stylish beach club. A dreamy slice of paradise with an in-tune-with-nature ambience, WHITE Beach exudes a rustic simplicity infused with a dose of glamour courtesy of a glittering infinity pool, complete with floating beds and uninterrupted views of the Palm Island and city skyline. Fast becoming one of the cities' most Instagrammed locations, this is barefoot sophistication at its finest, offering graceful glamour, great food and good times – topped off with different award-winning entertainment every week. Never has there been a more enticing venue for the day to blend into the night as the feel-good vibe is turned up a notch as the stars begin to light up the sky.

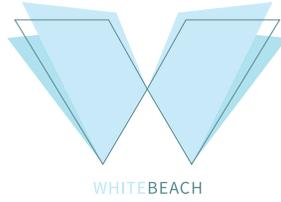
About Atlantis, The Palm, Dubai

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 more than 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. 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.

About Addmind

Addmind is a privately owned and run hospitality group with a growing portfolio of establishments of restaurants, bars, lounges, beach and night clubs.

Addmind was born in 2001 with the opening of its first bar in Downtown Beirut and has since grown into what it is today.



The company is still led by Tony Habre, whose determination and hands-on approach has led Addmind to its current position as a pioneer within the Middle Eastern hospitality industry, growing the ever-expanding portfolio to over 22 venues, including star brands: WHITE, IRIS & CLAP.