

ATLANTIS, THE PALM REPORTS IMPRESSIVE BUSINESS PERFORMANCE AND ANNOUNCES USD 100 MILLION REFURBISHMENT PROJECT

The three-year project will see the upgrade of 1539 rooms and suites as well as restaurants and bars



DUBAI, United Arab Emirates (6th July 2017) – In line with Dubai Tourism’s vision of attracting 20 million visitors per year by 2020, Atlantis announces an extensive refurbishment programme across Atlantis, The Palm, as well as an expansion with the brand’s second property, The Royal Atlantis Resort and Residencies also located on The Palm.

Atlantis, The Palm shares impressive results during the first five months of 2017, which saw occupancy levels of 93% on average, with an 11% increase year on year. Boosted by competitive room rates and an increase in guests from Russia, China, India and European countries such as France and Germany, the integrated entertainment destination has become the fastest growing resort in the region, surpassing its competitors in total rate of occupancy growth.

Starting on 4th July 2017, the iconic five-star destination resort will embark on a three-year refurbishment programme, including the resort’s 1539 rooms and suites. The project will see 50 rooms and suites refurbished every six weeks, to ensure that guest experience will not be impacted, with completion benchmarked for 2019 just in time for the World Expo 2020.

The Interior Design of the typical guestrooms was awarded to UAE based interior design studio WA International. The project will deliver a fresh look and feel, including contemporary carpet designs reminiscent of the turquoise and azure seas, with shades of coral bursting through the newly enhanced guestrooms.

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Integrated technology will also be acknowledged throughout with 49-inch flat screen televisions, proximity reader key systems and many more convenient features. The refurbishment will also extend to balcony areas as well as bathrooms, which will include Greek Didyma marble basins and free standing bathtubs.

Additionally, all day dining restaurant Kaleidoscope is currently under renovation and will see a new dynamic introduced when it re-opens in September 2017. Further projects planned are the re-design of Ayamna Bar, Nasimi Beach and The Imperial Club.

“We had very strong five months that significantly exceeded our expectations” said Serge Zaalof, Chief Operating Officer Atlantis Resorts & Residences, “April was our strongest month to date since the opening. Such a positive start to 2017 is encouraging and with our continued efforts to enhance the guest experience we are confident that the rest of the year will be successful. Our aim is to constantly innovate with the new room offering as well as the re-design of restaurants and bars we will wow our guests and exceed expectations.”

The room renovation project comes ahead of the launch of Atlantis’ second Dubai property the \$1.4 billion Royal Atlantis Resort & Residences, which is set to change the landscape of Dubai upon launch in late 2019. Located on the crescent of The Palm and next to the iconic Atlantis resort, this new generation of distinctive luxury will offer 231 Residences and 795 new lavish guest rooms and suites on over 10 hectares of land. With the sales launch of The Residencies in January 2017 and prices starting at approximately AED 7,650,000 (circa \$2m/£1.7m), the property is destined to become a new landmark, a world-renowned address and will be Dubai's first super-prime residential development.

The company’s portfolio has also expanded to China, with Atlantis Sanya, Hainan set to open in 2018. Poised as the first entertainment destination resort to be opened in Haitang Bay, the 5-star ocean themed resort will encompass 300,000 sqm of exceptionally spacious and luxurious accommodation, totaling 1,314 guestrooms, 154 suites and five underwater suites. The resort will also be home to an 85,000 sqm Aquaventure Waterpark, a 13.5 million litres Aquarium, 7,500 sqm of swimming pools and 21 dining options.

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In addition, the latest announcement for the Atlantis brand comes in the form of Atlantis Ko Olina Hawaii, a \$2 billion project that will see the fourth property in the Atlantis portfolio potentially take the title as the most expensive Atlantis resort ever built. While details are still being finalised, the high-end sanctuary will be located on 15 acres of land at on the island of Oahu.

“Hawaii is the perfect location for our next Atlantis destination resort. All our resorts and residences will encompass the fun, interactive entertainment experiences which are at the heart of the Atlantis philosophy,” said Zaalof. “I am thrilled that we are able to continue to innovate on the Atlantis adventure around the globe and we are committed to offering unprecedented experiences to resorts guests, residents and visitors alike. Atlantis has redefined destinations and introduced innovative, awe-inspiring offerings at each of its locations and we will continue to do so.”

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MEDIA INQUIRIES

Andrea Krenn
VP, Public Relations Atlantis, The Palm
+971 56 681 8025
Andrea.Krenn@atlantisthepalm.com

Rebecca Hall
Director, Public Relations Atlantis, The Palm
+971 55 110 0153
Rebecca.hall@atlantisthepalm.com

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

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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 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. 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.