



DUBAI, UNITED ARAB EMIRATES

Atlantis The Royal Dubai

LUSSO

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SECTION 1

Atlantis The Royal Dubai in One Sentence

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Atlantis The Royal Dubai in One Sentence

Atlantis The Royal is a sensational, design-led ultra-luxury flagship resort positioned on the Palm Dubai, combining world-class entertainment, 17 celebrity-chef dining venues, and striking architecture crowned by the sky pool, 90 meters above the beach.



SECTION 2

The Quick Fit Check

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The Quick Fit Check

Usually works
well for travellers
who want:

- ✓ High-octane luxury with world-renowned dining and vibrant nightlife options on their doorstep.
- ✓ Iconic architectural design, expansive resort facilities, and unlimited daily access to private sky pools.
- ✓ Unlimited access to world-class attractions such as Aquaventure World.

Less suited
if they want:

- ✗ A boutique, secluded, or traditional “barefoot luxury” escape away from high-energy resort environments.
- ✗ A compact, low-density property with minimal walking distances between rooms and amenities.



SECTION 3

The Stay Guide

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The Stay Guide

THE FLAGSHIP OPTION

Royal Mansion

The absolute apex of luxury on The Palm, spanning over 1,100 sqm across a signature split-level layout. Features four grand bedrooms, a private entrance, elevated double-height ceilings, a private infinity pool, a personal library, a 10-seater dining room, and full dedicated butler.



SECTION 3

The Stay Guide

THE PENTHOUSES

Sunscape, Cityscape or Oceanscape Penthouse

Extravagant, two-level sanctuaries offering expansive living areas, private outdoor terraces, and personal infinity pools. Each variant provides a distinct orientation: Cityscape captures the soaring skyline, Oceanscape overlooks the deep blue sea, and Sunscape captures radiant sunlight from morning to dusk.



SECTION 3

The Stay Guide

THE PRIVATE POOL

Sky Pool Villa

Ultra-exclusive residences elevating indoor-outdoor living, complete with private temperature-controlled infinity plunge pools, large sun terraces, and dedicated dining spaces set high above the coastline. Complete with 24-hour butler service to handle every detail of the stay.



SECTION 3

The Stay Guide

FAMILY SUITES

Sky Terrace Family Suite

Expansive multi-room configurations featuring an oversized master bedroom, a separate living and dining lounge, and expansive outdoor terraces with lounge furniture. Designed specifically for multi-generational families or parents travelling with children who need generous indoor-outdoor space.



SECTION 3

The Stay Guide

THE CLUB LEVEL

Royal Club Room

These rooms match the generous size of the lead-in categories while elevating the overall stay experience. Guests receive private check-in and direct access to the exclusive Royal Club Lounges for breakfast, afternoon tea, and evening cocktails.



SECTION 3

The Stay Guide

LEAD-IN LUXURY

Palmscape & Seascape Rooms

Entry-level luxury spaces starting at 55 sqm, featuring striking contemporary interiors, integrated dressing areas, and floor-to-ceiling windows. Palmscape Rooms look back over the waters toward the iconic Dubai skyline, while Seascape Rooms frame unobstructed, tranquil views out across the Arabian Gulf.



SECTION 3

The Stay Guide

Matching rooms to Traveller Types

First-Time Visitors to Dubai → *Seascape or Palmscape Room*

Honeymooners & Celebrations → *Sky Pool Villa*

Parents with Older Children → *Two-Bedroom Sky Terrace Suite*

Parents with Young Children → *Sky Terrace Family Suite*

Milestone Celebrations → *Royal Mansion*

Repeat Guests → *Royal Club Rooms*



SECTION 4

A Day That Works Well Here

SECTION 4

A Day That Works Well Here

Morning

Breakfast & Beach: Take a lavish breakfast spread at Gastronomy before making early use of the quiet beach loungers or taking a dip in the Arabian Gulf.

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Midday

Nobu by the Beach & Aquaventure: Head to the world's first Nobu Beach Club for pool service and Peruvian-Japanese bites, or spend a high-energy afternoon at Aquaventure World.

.....

Late Afternoon

Cloud 22 & AWAKEN Spa: Retreat to Cloud 22, the 90-metre-high sky pool, for elevated views and cocktails, or unwind with a bespoke wellness ritual at AWAKEN Spa.

.....

Evening

Fine Dining & Skyblaze: Experience standout cuisine at Dinner by Heston Blumenthal, Estiatorio Milos or Carbone, then finish the night with the Skyblaze fire-and-water fountain show.

SECTION 5

What's New and Worth Knowing

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What's New and Worth Knowing



Refurbishments & Expansion

The property continues to expand its culinary partnerships and introduce ultra-exclusive residence concepts, cementing its position as a modern benchmark in luxury hospitality.



Service Model & Operations

A comprehensive high-touch service model runs throughout, with dedicated 24-hour butler assistance for all Suite, Villa and Penthouse categories.

SECTION 5

What's New and Worth Knowing

Booking Reality & Demand

High demand year-round; peak booking windows fall between October and April. Penthouses and Sky Pool Villas require long lead times, particularly for major festive seasons and regional event dates.



SECTION 6

Voices From the Stay

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Voices From the Stay

“This beat every luxury hotel we’ve ever stayed at – the lounge and housekeeping teams made it”

H.K.

AUGUST 2026

“The dining here is extraordinary, especially the Gastronomy buffet, and housekeeping never missed a detail”

V.W.

JULY 2026

“Every stay here feels like a fairy tale – spotless rooms and a reception team that remembers you”

S.Z.

JUNE 2026

“Honestly the best hotel experience of my life – the service never slipped once.

D.K.

SEPTEMBER 2025

“Incredible from the moment we checked in – the club lounge and Nobu beach club were highlights”

M

JULY 2026

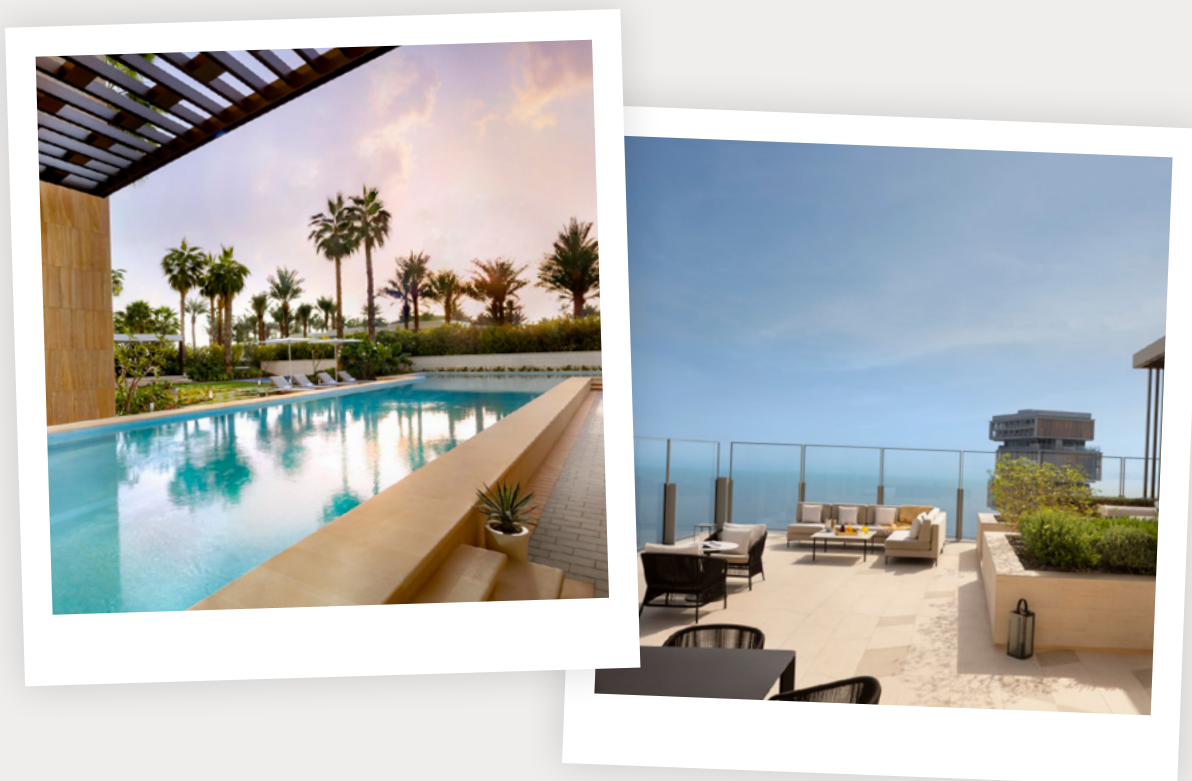
“The best hotel I’ve ever stayed in – the location, the rooms, the service, all of it”

O.A.

MAY 2026

SECTION 6

Voices From the Stay



Fam Trip Notes From Our Team

“The beauty of Atlantis The Royal is that, despite its impressive scale, each area has its own distinct atmosphere, so it never feels overwhelming. For clients, I’d definitely recommend the Royal Club level – the seamless check-in and private lounge access really elevate the experience”

Sophie Wormald

RESERVATIONS MANAGER

SECTION 7

Beyond the Booking

SECTION 7

Beyond the Booking



Aquaventure World Access

Guests enjoy complimentary, unlimited daily access to the world's largest waterpark and The Lost World Aquarium; book cabanas in advance through concierge for peak dates.

Private Yacht Charters

Arrange a sunset yacht charter directly from nearby Palm marinas to view the iconic resort architecture from the water.



SECTION 7

Beyond the Booking

Culinary Tours & Masterclasses

Secure advance reservations across the resort's 17 restaurants, including chef's table experiences at signature celebrity venues — among them Michelin-starred Dinner by Heston Blumenthal, Michelin Guide-selected Estiatorio Milos, and the celebrity favourite Carbone.



SECTION 9

FAQs

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FAQs

What dining board basis options are available?

Bed & Breakfast and Half Board options are available. Half Board typically allows dining across designated buffet and à la carte venues, with dining credits applicable for celebrity chef signatures.

How does Atlantis The Royal compare to Atlantis, The Palm?

Atlantis The Palm is a vibrant, family-centric mega-resort, while Atlantis The Royal is a modern, ultra-luxury product built around design-led architecture, high-end lifestyle amenities and elevated fine dining.

Is the property suitable for families?

Yes. Families enjoy dedicated family suites, unlimited access to Aquaventure World, the Atlantis Explorers Club, and specialised kids' amenities.

What access is included with Royal Club rooms?

Guests staying in Royal Club rooms, Suites and Penthouses receive private check-in and full access to the exclusive Royal Club Lounges for breakfast, afternoon tea, and evening cocktails.

Are non-hotel guests allowed to use the pools?

Cloud 22 Sky Pool and Nobu by the Beach offer day pass bookings for non-guests, but resident guests receive priority reservations and dedicated sunlounger allocation.

How far in advance should restaurant reservations be made?

Signature venues like Carbone, Dinner by Heston Blumenthal, and Estiatorio Milos should be booked up to 40 days prior to arrival through the LUSO concierge to guarantee preferred dining times.

SECTION 10

Content Angles You Can Use

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Content Angles You Can Use

Below are positioning routes that work well for Atlantis The Royal Dubai. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

A New Benchmark for Dubai Luxury

A strong choice for clients who want their Dubai stay to feel genuinely spectacular, with bold architecture, exceptional service and a real sense of occasion throughout.

This works well for:

- First-time Dubai visitors wanting a standout hotel
- Clients who prioritise design, service and high-end experiences
- Special occasions, celebrations and milestone trips

You might frame it around:

- Dubai luxury with serious wow factor
- A resort that feels more like a destination in its own right
- Striking design paired with polished, intuitive service
- An experience that goes well beyond the traditional Dubai resort

The Ultimate Family Escape

With spacious accommodation, an impressive choice of restaurants, pools and activities, Atlantis The Royal makes an easy fit for families who want plenty to do without compromising on luxury.

This works well for:

- Families looking for a high-end Dubai resort
- Multigenerational holidays
- Parents who want a sophisticated setting with plenty of activities for children

You might frame it around:

- Luxury that works for every generation
- Space, choice and plenty to keep everyone entertained
- A resort where parents can enjoy the finer things while children have their own adventures
- Combining a relaxing beach holiday with the energy of Dubai
- A private dining evening

A Food Lover's Dubai

Dining is a major part of the Atlantis The Royal experience, making it particularly appealing to clients who see restaurants, chefs and memorable meals as an important part of their holiday.

This works well for:

- Food-focused travellers
- Couples planning a special escape
- Clients who enjoy trying acclaimed restaurants while travelling

You might frame it around:

- Making dining part of the holiday, rather than simply where you eat
- An impressive choice of restaurants and culinary experiences
- Pairing a luxurious stay with memorable meals
- A resort where there is always another restaurant worth discovering

A Resort You Don't Need to Leave

With its beaches, pools, restaurants, bars, spa and extensive leisure facilities, Atlantis The Royal can appeal to clients who want the freedom to settle in and enjoy the resort rather than heading out to explore.

This works well for:

- Couples wanting a luxurious resort escape
- Clients looking for relaxation alongside Dubai's attractions
- Longer stays where having plenty of variety matters

You might frame it around:

- Having Dubai on the doorstep, but everything you need within the resort
- Days that can be as relaxed or as indulgent as you like
- Moving effortlessly from pool to beach, spa to dinner
- A resort designed to make staying in feel like part of the experience

USING THE ASSETS

We have included a bank of current imagery and short-form video supplied directly by the hotel. These can be used alongside your content.

SECTION 11

Who to Call

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Who to Call

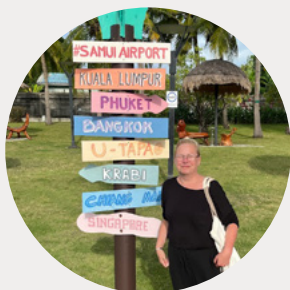
Our team is on hand to help with room allocation, tailored itineraries, and special client requests. Contact our specialists below:



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