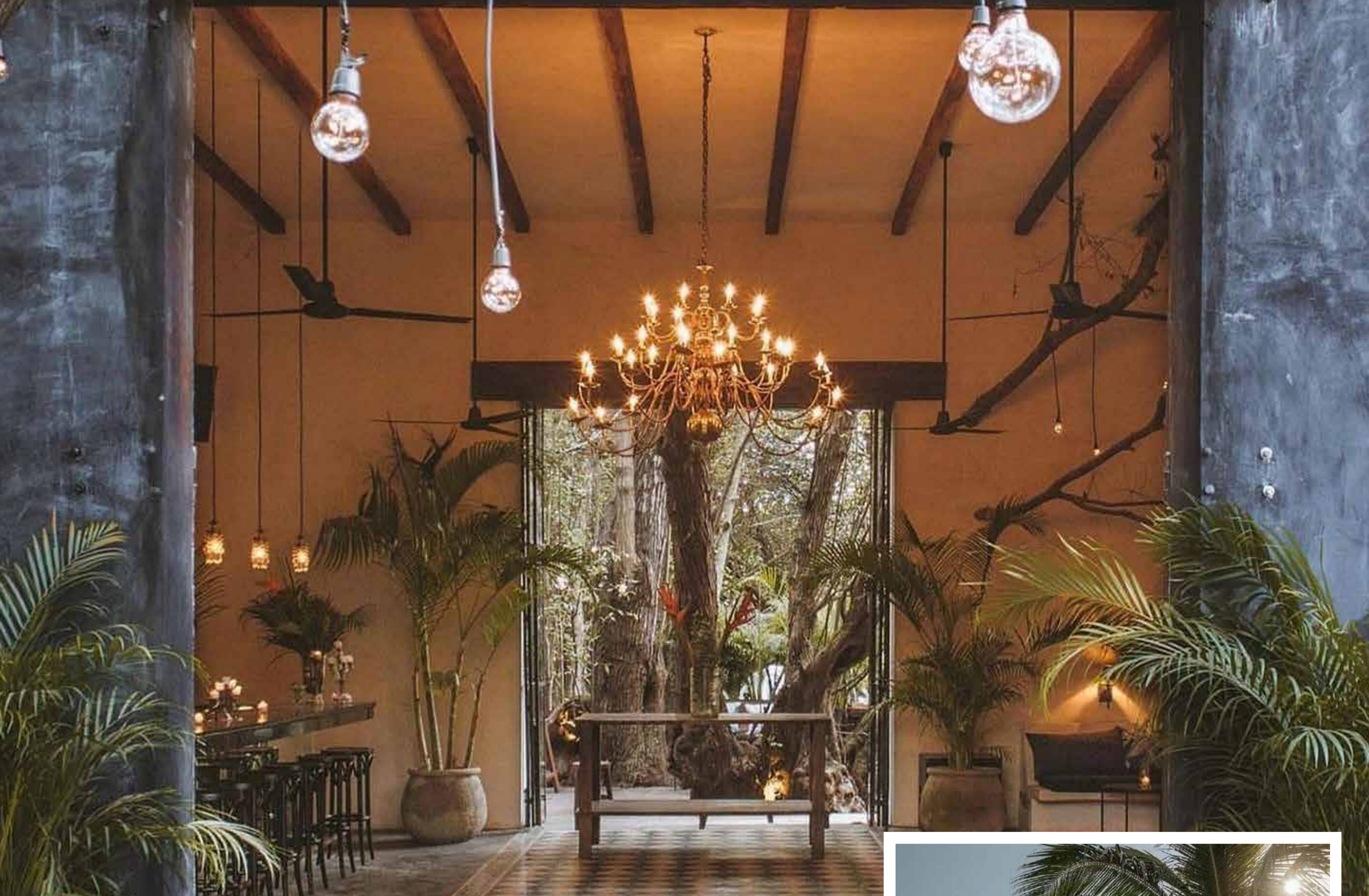


MONTHLY NEWSLETTER SIGHTS AND SPLENDOR OCTOBER 2024



WELCOME TO J1 BEACH, DUBAI'S NEW LUXURY BEACHFRONT DESTINATION

J1 Beach is the latest premier development on Jumeirah's stunning coastline, designed to offer a high-end seaside escape in the heart of Dubai. The premium beachfront hotspot blends quintessential elegance with relaxation, featuring exclusive beach clubs, high-end dining, and unique retail outlets. Unwind at one of the three upscale beach clubs or indulge in world-class dining at licensed restaurants headed by international chefs, offering exceptionally curated delights from around the world. Vibrant yet sophisticated, J1 Beach is an idyllic hotspot for those looking to enjoy fine dining by the sea, catch a sunset at a stylish lounge, or relax in a private cabana. Offering direct access to a pristine beach, incredible amenities and many more upcoming exotic F&B venues, this is a truly serene oasis for sun seekers and luxury travelers alike, elevating Dubai's beach lifestyle to a new level.



INDULGE IN ICONIC STAYS AT THE WORLD'S MOST ULTRA-LUXURY EXPERIENTIAL RESORT

Atlantis the Royal is the epitome of opulence with its iconic design, elevated experiences, and world-class services. Perched on Palm Jumeirah, this architectural marvel boasts 795 elegantly designed rooms, suites, and signature penthouses, many of which offer private pools and breath-taking views of the Arabian Gulf and Dubai skyline. Dining at Atlantis the Royal is an out-of-this-world gourmet adventure like no other, with 17 restaurants and bars helmed by Michelin-starred chefs, including world-renowned culinary masters like Heston Blumenthal and José Andrés. Guests can savor an array of culinary surprises from fine dining to creative fusion and beachside bites, catering to every palate in stunning settings. Taking wellness and relaxation to new heights is the AWAKEN Spa, a 3,000-square-meter sanctuary offering bespoke treatments, state-of-the-art wellness facilities, and a tranquil ambiance. The resort's entertainment options are equally impressive, with a 90-meter sky pool on the 22nd floor, elite lounges, and upscale beach clubs, along with curated art installations and a plethora of immersive experiences. Little explorers are spoiled for choice with exciting Kids' Club amenities, from dedicated play areas and a water park to a kids' pool, game room, and specially curated kid-friendly buffets. Atlantis the Royal is more than a luxurious beach resort - it's a destination where lifestyle extravagance, adventure, and relaxation harmonize to create unforgettable memories, elevating the art of luxury and leisure for the most discerning guests.



BE IMMERSSED IN FUN-FUELLED SPORTS THIS SEASON

Sports enthusiasts are invited to gear up for a high-octane season as some of the region's most anticipated events return. The Dubai Rugby Sevens is set to take place from 29th November to 1st December 2024, featuring top international rugby teams competing in a fast-paced, action-packed tournament. Fans can look forward to electrifying matches with the world's best rugby talent, as well as entertainment galore for all ages. The Sevens Stadium will be buzzing with themed zones, fan zones, music performances, celebrity appearances, and activities like face painting, games, and bounciness castles, making it an unmissable event for both rugby enthusiasts and families. VIP guests can opt for exclusive VIP packages offering premium views, gourmet food, and much more, making the Dubai Rugby Sevens a weekend of sports, entertainment, and camaraderie. Meanwhile, the Dubai Fitness Challenge has taken over the city from 28th October to 26th November 2024, creating a city-wide movement towards health and wellness. The remarkable initiative transforms Dubai into an outdoor gym, and offers free access to hundreds of fitness events, classes, and challenges that cater to all fitness levels. From yoga sessions by the beach to high-intensity interval training (HIIT) classes, participants have a variety of options to get active. Key highlights include two fitness villages: Kite Beach Fitness Village, which offers beachside workouts, family activities, and water sports, and Downtown Dubai Fitness Village, located near Burj Khalifa, which features an array of classes, boot camps, and workshops. Beyond fitness, the Dubai Fitness Challenge promotes a sense of community and encourages people of all ages to embrace a healthier lifestyle while experiencing Dubai's vibrant sports culture.



GET READY FOR A BRAND NEW VEGAS-STYLE ATTRACTION COMING SOON TO ABU DHABI

The Sphere Abu Dhabi is set to be a state-of-the-art venue offering live entertainment with a visual spectacle to deliver premier entertainment in the UAE. Inspired by its iconic counterpart in Las Vegas, the 20,000-capacity Sphere will combine immersive technology with ground-breaking design like never before. The architectural marvel will be wrapped in a massive LED exterior, transforming it into a 360-degree canvas that lights up the city skyline with high-definition visuals and dynamic animations, bringing shows and events to life in a way that makes them feel larger than reality. From concerts featuring world-renowned artists to cinematic experiences and interactive exhibitions, this cutting-edge venue in Abu Dhabi is designed to captivate and redefine entertainment in the Middle East, offering a new, extraordinary, and bespoke journey for thrill-seekers and art enthusiasts.

