

ATLANTIS
DUBAI



ATLANTIS

ATLAS PROJECT

Atlantis Atlas Project

Highlights 2024/2025

EXTRAORDINARY. MEANINGFUL. RESPONSIBLE.

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MESSAGE FROM LEADERSHIP

Kelly Timmins

Executive Director, Sustainability & Marine Animal Operations

It is with great pride that I introduce the Atlantis Atlas Project Highlights Report 2024-2025. The Atlantis Atlas Project continues to evolve, shaped by action, strengthened through collaboration, and brought to life by the people who deliver extraordinary experiences across Atlantis Dubai every day. This Report captures some of the defining moments from the past two years, reflecting how responsibility, innovation, and care are embedded across our destination.

Atlantis Dubai is a global destination comprising Atlantis, The Palm, Atlantis The Royal, and Aquaventure World, welcoming millions of guests each year. As a destination of this scale and influence, we recognise the responsibility we carry, not only to deliver world-class hospitality, but to do so in a way that creates lasting value for our people, our communities and the environment. The initiatives highlighted in this Report demonstrate how scale can be used as a force for positive impact when ambition is matched with delivery.

Since the launch of the Atlantis Atlas Project in 2021, we have focused on translating ambition into action across four core pillars: Responsible Operations, Conservation and Animal Welfare, Education and Awareness, and People and Culture. This approach has continued to mature, with responsibility increasingly embedded in day-to-day decision-making, governance, and the guest experience, moving beyond individual projects to become part of how we operate as a destination.

Across operations, teams have implemented long-term solutions that improve efficiency and enhance the guest experience. The elimination of single-use plastic water bottles across Atlantis Dubai, enabled through on-site water purification and refill infrastructure, represents a significant operational milestone. At the same time, 100% traceability of contracted seafood has been achieved through digital sourcing tools, strengthening transparency across culinary and marine operations. Together, these initiatives demonstrate how targeted

infrastructure and technology investments can improve efficiency, reduce risk, and deliver measurable environmental outcomes at scale.

Our progress this year also reflects a deepening commitment to people, our colleagues, our guests, and the wider community. Engagement has translated into action, with a dedicated network of over 70 Atlas Ambassadors actively promoting responsible practices across departments, alongside expanded opportunities for learning, volunteering and leadership development. With over 90% of guest-facing colleagues trained in inclusive services such as autism and sensory awareness, inclusion is embedded as a core element of extraordinary hospitality designed into our operations rather than treated as an add-on. Through our Leadership Accelerator Programme, we have trained and engaged 150 leaders across Atlantis Dubai on various essential hospitality sector focused courses. These collective efforts continue to reinforce a culture where ownership, collaboration and service excellence are shared across the organisation.

Education and awareness continue to extend our impact beyond the resort. During the year, over 8,000 youth were engaged through dedicated education and school programmes, while the Atlantis Atlas Project Contribution Programme has supported 30 external conservation and sustainability projects with USD 509,000 since 2021. These initiatives allow us to use our platform to inform, inspire, and engage the next generation, while contributing meaningful data, funding, and collaboration to regional and international conservation and sustainability efforts.

This progress has been supported by strong sustainability governance, underpinned by clear accountability, cross-functional collaboration, and continuous monitoring. During the year, Atlantis, The Palm and

Aquaventure World achieved EarthCheck Gold Certification validating 06 years of continuous benchmarking, while Atlantis The Royal attained EarthCheck Silver Certification in its second year of certification, providing independent validation of the maturity of our sustainability systems and operational practices. Both Atlantis, The Palm and Atlantis The Royal also earned the VERIFIED™ Responsible Hospitality badge from Forbes Travel Guide, a global standard recognising luxury properties that meet more than 100 rigorous criteria designed to protect the environment and support the well-being of employees, guests and communities, reflecting our commitment to responsible practices without compromising the guest experience. Furthermore, both Atlantis, The Palm and Atlantis The Royal received Dubai Sustainable Tourism Gold Stamp demonstrating exceeding compliance to Dubai Economy and Tourism's 19 Measures of Sustainability. Collectively, these achievements demonstrate the strength of the Atlantis Atlas Project's core pillars and, more importantly, how they come together in practice across our destination.

I want to thank our colleagues, partners, and stakeholders for their commitment and collaboration continued. Together, we will continue to push boundaries, achieve new milestones, and create meaningful, long-term impact for our people, our communities, and our planet.

About this Report

Welcome to the Atlantis Atlas Project Highlights Report issued by Atlantis Dubai (covering Atlantis, The Palm, Atlantis The Royal¹, and Aquaventure World) between 2024 and 2025. It highlights Atlantis Dubai's approach to Sustainability, our key long-term programmes and achievements, aligned with global best practice, while delivering meaningful contributions from the past and up into 2025. The report reinforces our long-term commitment to the people, our community, and the planet by focusing on key strategic directions of Responsible Operations, Conservation and Animal Welfare, Education and Awareness, and People and Culture. The programmes initiated by Atlantis Dubai are aligned with the United Nations Sustainable Development Goals (UN SDGs), EarthCheck Company Standard 4.1, and Dubai Economy and Tourism's 19 Measures of Sustainability.

Atlantis Atlas Project Highlights of 2024 - 2025

Responsible Operations



100%

Contracted seafood traced across Atlantis Dubai

Conservation and Animal Welfare



37

Arabian Carpet Sharks

Released into the Arabian Gulf to support local marine ecosystems

Education and Awareness



7

Youth education and awareness programmes offered

People and Culture



90+%

Guest-facing colleagues trained in Autism & Sensory Awareness (ASA)

100%

Endangered and vulnerable species classified by the IUCN Red List removed from procurement

08

Honeycomb Stingrays

Released into the Arabian Gulf to support local marine ecosystems

8,000+

Youth engaged through education programmes at The Lost World Aquarium and Atlas Village

03

Sensory Guides available on Atlantis Dubai's dedicated accessibility page

3.69 million +

1 litre (equivalent) PET bottles eliminated and replaced with aluminium bottles/cans

USD 250,000+

Raised through the Atlantis Atlas Project Contribution Programme

534+

Volunteer hours by Atlantis Dubai colleagues as part of Atlantis Atlas Ambassadors programme

150

Leaders trained through the Leadership Accelerator pilot in 2025

29%

Increase in drinking water filtered and refilled at on-site water bottling plant

15

Conservation and Sustainability projects supported

87%

Colleague engagement at environmental and community volunteering events

5/5

Average satisfaction score achieved across Leadership Accelerator workshops

Feedback and Suggestions

For any inquiries or feedback regarding this report, please contact the Atlantis Atlas Project Team:



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¹Atlantis The Royal Residences is not included in the scope of this Report.

About Atlantis Dubai

Atlantis Dubai is home to two iconic, luxury resorts – Atlantis, The Palm and Atlantis The Royal – with the world's largest waterpark, Aquaventure World sitting between.

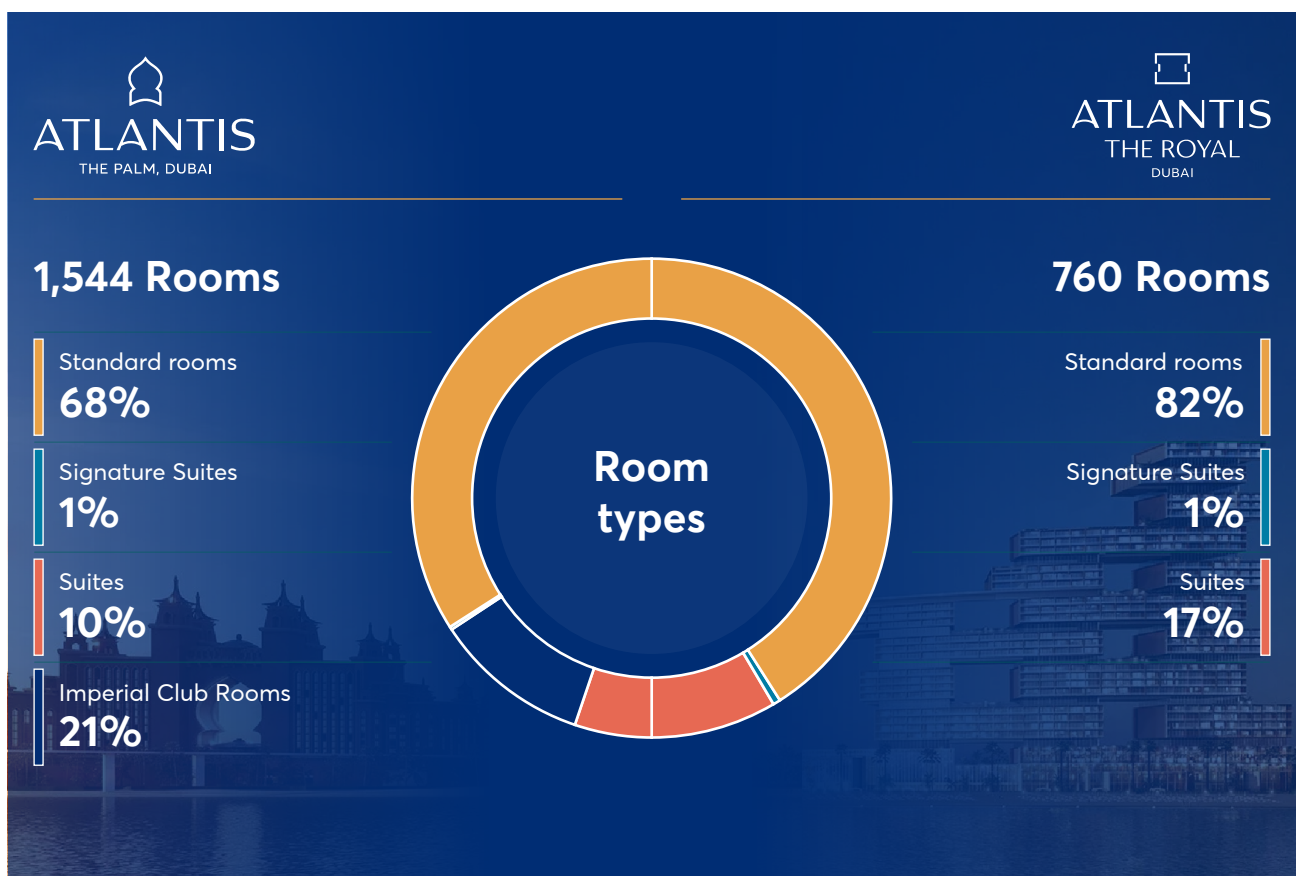
The Resorts

Atlantis, The Palm is the region's first entertainment resort destination, opened in September 2008 and located at the centre of the crescent of Dubai's iconic Palm Jumeirah. The ocean-themed resort spans 46 hectares, including 22.5 hectares dedicated to Aquaventure World Waterpark, the world's largest waterpark and holder of the Guinness World Record™ for the Most Waterslides in a Waterpark.

The resort features 1,544 rooms and suites across 22 storeys, including Imperial Club rooms and six Signature Suites such as the world-famous Underwater Suites. Atlantis, The Palm is home to 65,000 marine animals across The Lost World Aquarium and The Ambassador Lagoon, one of the largest open-air marine habitats in the region. It is recognised as the culinary destination of Dubai, with 34 restaurants, bars and lounges, including celebrity chef venues and

Michelin-starred restaurants (Hakkasan and Ossiano). With over 2 km of private beach, four pools, world-class spa and wellness facilities, extensive retail, and one of the region's largest MICE venues, Atlantis, The Palm is a flagship entertainment, dining, and family-experience destination in Dubai.

Atlantis The Royal² opened in February 2023 and is one of the world's most ultra-luxury experiential resorts. Located adjacent to Atlantis, The Palm on the Palm Jumeirah crescent, the 43-storey property spans 17 hectares and offers 760 rooms, suites, and Signature Suites across its three towers: Sunrise, Sunlight, and Sunset. The resort includes iconic architectural design, 92 swimming pools including the Sky Pool on the 22nd floor, an extensive collection of fine-dining restaurants (including celebrity chef concepts), and an elevated luxury guest experience.



² Residential units at Atlantis The Royal fall outside the scope of Atlantis Dubai's sustainability boundaries.

Both of our resorts offer unique experiences by providing world class stays and amenities to our guests. Some notable amenities include:

Amenities

Atlantis, The Palm

Atlantis The Royal

Culinary



34 World-renowned restaurants and the award-winning underwater restaurant, Ossiano.

15 World-renowned restaurants and bars with home to more celebrity chefs under one roof than anywhere in the world.

Entertainment



Wavehouse & Casablanca Beach Club: The perfect entertainment destinations, offering something for everyone.

"Six aquariums, with one housing the largest jellyfish aquarium in the world. Cloud 22 Infinity Pool, and Cocktails at Ling Ling, 23 storeys in the air"

These offer unique entertainment and night life experiences.

Fitness



The panoramic AWAKEN Fitness Centre, tennis and padel courts and yoga offered at the Lost World Aquarium.

Onsite tennis courts, and water sports along the private 2 km beach.

AWAKEN Fitness is a state-of-the-art gym, including a 25m lap pool.

Wellness



A holistic spa, AWAKEN with 27 treatment rooms, and Nailology, the region's only licensed, women's only nail salon.

Experience AWAKEN Spa: Consisting of 14 therapy and VIP suites and two specialty suites, which feature fireplaces, as well as personal styling studios for men and women. The six-room Hammam Sensorium showcases bathhouse culture in a new light, with services inspired by the four elements and how they are linked to our bodies, making it an immersive and sensorial experience.

Events



16 Rooms for Events: Home to one of the largest conference centres and event spaces in the region, including 13 meeting rooms, three ballrooms, and a boardroom.

7 Rooms for Events: Offers a stunning conference centre and meeting rooms with a total seating capacity of 765 and an outdoor lawn with a capacity of 280.

Retail



27,500 square feet of luxury retail space: Offers a luxuriously colourful souk called The Avenues, where guests can browse some of the world's most sought-after brands, along with a number of luxury boutiques and exclusive retailers.

24,500 square feet of high-end boutiques: The retail space features brands such as Louis Vuitton, Level Shoes, Orlebar Brown, and Valentino, and an art gallery for guests to explore.

The Waterpark

Aquaventure World remains the world's largest waterpark, holding the Guinness World Records™ title for the Most Waterslides in a Waterpark:

22.5 hectares
Area of the waterpark



105

Thrilling waterslides and attractions



65,000+

Marine animals in lagoons and habitats



23.5 million litres

Freshwater used to power waterslides



2 river rides

Featuring tidal waves and pools, water rapids and white

Aquaventure World is also home to The Lost World Aquarium, which was relaunched in October 2025, blending immersive technology and interactive storytelling to educate guests on ocean life. In addition, Dolphin Bay and Sea Lion Point offers guests rare, close-up opportunities to learn about and interact with a few charismatic marine mammals. As an AZA-accredited institution, the facilities adhere to the highest standards of animal care and wellbeing.

Our Commitment

We envisage a world where environmental and human well-being is protected and promoted. A world where we balance the three dimensions of sustainable development – economic, social, and environmental – to become a more efficient, effective, and responsible place to work. At Atlantis Dubai, we are united in our dedication to taking action for the long term. The Atlantis Atlas Project is our commitment to sustainability – to do business in ways that are good for people and the planet.



Our Vision

We enrich the lives of people all over the world by creating amazing experiences and everlasting memories.



Our Mission

Guided by our Core Values, we create imaginative experiences that connect with people on a very personal and emotional level.

We invest great thoughtfulness into the detailed services that make people happy beyond anything they ever imagined.

We ultimately deliver unique and everlasting memories for our guests, which they share with others and seek to experience again and again.

Approach to Sustainability

Since the launch of the Atlantis Atlas Project in 2021, Atlantis Dubai has continued to embed sustainability into every aspect of our operations, reinforcing our position as a leader in responsible tourism. Over the past four years, the initiative has matured into a destination-wide framework that drives measurable environmental and social impact. Our progress has been recognised through significant milestones, including EarthCheck Gold Certification for Atlantis, The Palm and Aquaventure World, and EarthCheck Silver Certification for Atlantis The Royal in 2025, alongside ongoing accreditations by the Association of Zoos and Aquariums (AZA) and by the International Board of Credentialing and Continuing Education Standards as an IBCCES Certified Autism Center™. Together, these achievements reflect our commitment to continuous improvement and demonstrate the tangible outcomes of the Atlantis Atlas Project.

Atlantis Atlas Project - Core Pillars

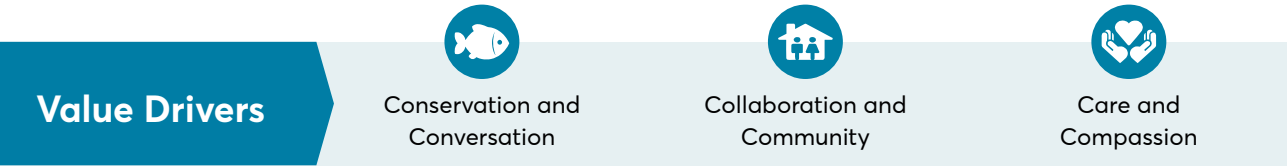
The Atlantis Atlas Project is our promise to people and planet to shape our business and guest experience around environmentally and socially responsible principles. Built on four core pillars, Responsible Operations, Conservation and Animal Welfare, Education and Awareness, and People and Culture, the framework guides how sustainability is embedded across the destination.

The International Standards and Framework

UNSDG 2030 – United Nations Sustainable Development Goals	AZA - Association of Zoos and Aquariums	EarthCheck Company Standard 4.1
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Federal / Local Standards and Framework

UAE Net Zero 2050	UAE Tourism Strategy 2031	National Food Security Strategy 2051	National Water and Energy Demand Management Programme
Dubai Clean Energy Strategy	Dubai Sustainable Tourism	Dubai Food Security Strategy	Dubai Demand Side Management Strategy



Core Pillars and Focus Areas

Responsible Operations	Conservation and Animal Welfare	Education and Awareness	People and Culture
We seek and implement new ways to improve our operations to reduce our environmental impact - Responsible Sourcing - Water Conservation - Waste Management - Energy Efficiency and Climate Action	We contribute to conservation and science to better understand and protect wildlife - Field Conservation - Scientific Advancement - Breeding Programmes - Land and Wildlife Safeguarding	We impart knowledge, skills and motivate people to become more socially and environmentally responsible - Colleagues - Guests - Youth - Community	We empower our colleagues and support our communities to ensure wellbeing for all - Colleague Wellbeing - Supply Chain Responsibility - Inclusion and Accessibility - Community Contributions

Guided by our Sustainability Policy established in 2021 and reviewed annually along with a robust Environmental Management System, the framework aligns with international standards and framework, UAE's national sustainability direction and positions Atlantis Dubai as a leader in responsible tourism. The framework pillars provide a structured approach for identifying where the business can create the greatest positive impact while meeting stakeholder expectations.

The core pillars, associated focus areas, and related impacts are reviewed regularly to ensure continued relevance and alignment with global best practice. This allows Atlantis Dubai to respond to emerging trends, address evolving material topics, and continuously strengthen the sustainability outcomes of the Atlantis Atlas Project.

To support Sustainability framework and policy implementation, we have the Atlantis Dubai Green Committee, chaired by the Executive Director of Sustainability & Marine Animal Operations. The committee includes senior leadership representation from across the destination, including the General Manager & Senior Vice President of Atlantis, The Palm,

General Manager & Senior Vice President of Atlantis The Royal and Residences and the General Manager and Vice President of Aquaventure World, along with Director- and VP-level stakeholders from key business units. The Green Committee provides strategic oversight, ensures regulatory compliance, reviews operational performance, supports implementation of priority initiatives, and guides the integration of sustainability into capital planning, procurement, operations, and guest experience. To activate sustainability at an operational and colleague level, we rely on our Atlantis Atlas Ambassadors, a resort-wide network of colleagues who champion sustainability within their respective departments.

This strengthened governance structure directly contributed to Atlantis Dubai's major achievements including EarthCheck Gold Certification for Atlantis, The Palm and Aquaventure World, and EarthCheck Silver Certification for Atlantis The Royal following its first full audit in 2023. These recognitions reflect the effectiveness of the governance framework and its ability to deliver measurable, organisation-wide sustainability progress.



Our Programme Highlights

At Atlantis Dubai, we uphold the highest professional and ethical standards in our operations, while driving responsible environmental and social practices through stakeholder engagement and education. Throughout this report, we refer to our work as programmes rather than initiatives to reflect their long-term and evolving nature, recognising them as sustained efforts that build on progress from previous years and continue to develop and deliver meaningful impact for our stakeholders over time.

RESPONSIBLE OPERATIONS

We seek and implement new ways to improve our operations to reduce our environmental impacts by focusing our efforts on Responsible Sourcing, Water Conservation, Waste Management and, Energy Efficiency and Climate Action. Some of our key initiatives are highlighted in the following sections.

Seafood Traceability Impact

Supporting Sustainable Development Goals



Launched in January 2023, Atlantis Dubai, led by our Culinary, Procurement, and Sustainability departments, began a multi-year partnership with Seafood Souq's SFS Trace platform to advance full end-to-end traceability across all seafood used in both resorts, including seafood purchased for guest dining and feed for aquarium marine animals in our care. The initiative aimed to strengthen responsible sourcing by achieving 100% seafood traceability, eliminate IUCN Red Listed threatened species from the supply chain, and enhance supplier transparency through a digital, audit-driven system aligned with the Global Dialogue on Seafood Traceability (GDST) standards.



Major achievements of the programme include:

100%

traceability of all contracted seafood, including aquarium feed

60%

improvement in average traceability scores between Year 1 and Year 2

100%

endangered and vulnerable species classified by the IUCN Red List removed from procurement and replaced with more sustainable alternatives

89%

traceability in 2024 for ad-hoc seafood orders (outside contracted seafood) increased upto 92% in 2025

1st

hospitality destination in the region to implement SKU-level, origin-verified traceability aligned with GDST global standards

Programme Uniqueness



Pioneering Initiative

Our seafood Traceability program is a pioneering initiative in the region for transparency in the seafood supply chain from sea to serving, including "feed for marine animals" under our care. We have successfully implemented and adopted Key Data Elements (KDEs) aligned with the GDST standards, which adds rigour.



Local Sourcing

We are encouraging local sourcing and capacity building through our program. The collaboration with SFS Trace, the UAE-based innovator, further strengthens regional leadership, enabling scalable traceability solutions across the GCC with other hospitality brands rather than relying on global players. This reinforces the catalytic impact of Atlantis Dubai's pioneering initiative.



External Recognition

Our initiative received strong media coverage in outlets such as Khaleej Times, Hospitality News, India Outbound, Travel & Tour World, and Aviamost, highlighting Atlantis Dubai's commitment to responsible luxury and sustainable seafood sourcing. The initiative has been showcased at Atlantis Atlas Project anniversary events and sustainability partner announcements, reinforcing its role within the broader conservation and responsible operations strategy.

Eliminating Single Use Plastic Water Bottles

Supporting Sustainable Development Goals



In 2022, we initiated a programme aimed at eliminating single-use plastic water bottles by commissioning an AED 1.2 million water purification and bottling plant at Atlantis, The Palm. The bottling plant supplies filtered drinking water in glass refillable bottles to rooms, half-board restaurants and back-of-house offices at Atlantis, The Palm and Atlantis The Royal.

In the next phase of this initiative in 2024, 12 filtered, chilled water dispensers were installed in back-of-house areas for colleague use and 22 dispensers across pool and beach areas including Aquaventure World, for guest convenience. To ensure success of this phase, reusable bottles were provided to all colleagues and contracted colleagues across Atlantis Dubai. New joiners across key guest-facing departments including housekeeping, security and lifeguards are provided a reusable bottle along with their uniform. At food and beverage outlets in pool and beach areas, single-use plastic bottles have been replaced with aluminium cans, which are recycled after use. To maintain a luxury guest experience, premium bottled water is also offered in aluminium bottles that are both reusable and recyclable. Additionally, a mandatory e-learning module was introduced to raise awareness among colleagues regarding the impacts of single-use plastics and to reinforce Atlantis Dubai's ongoing commitment to sustainability. As part of this initiative, reusable bottles were provided to all colleagues and contracted colleagues in key departments including lifeguards, housekeeping, and security.



Significant programme achievements in 2024 and 2025 include:



3.6 million+ PET water bottles (1L equivalent) eliminated annually



29% increase in production from on-site water bottling plant from 3,190,462 bottles in 2024 to 4,126,368 bottles in 2025



7,851 refilling bottles distributed to colleagues in 2024, 3,456 bottles in 2025



Programme Uniqueness

Pioneering Initiative

In a first-of-its-kind initiative in a mega-resort environment in the region, we implemented a fully circular and closed-loop solution by developing an on-site filtration and bottling, refilling infrastructure, logistics systems, making it far more sustainable than conventional alternatives, and setting a new benchmark for the region's hospitality sector.

Alignment with Dubai Can Initiative

Our initiative directly supports and amplifies the 'Dubai Can Campaign' and the UAE's wider move to eliminate single-use plastics. The early adoption demonstrates our leadership and positions us as a proactive partner in delivering Dubai's environmental goals, as recognised by the Department of Economy and Tourism.

External Recognition

The initiative has been instrumental in helping Atlantis Dubai retain its EarthCheck certification. We received a VERIFIED™ Responsible Hospitality Badge from Forbes Travel Guide and a Dubai Sustainable Tourism Stamp Gold.



CONSERVATION AND ANIMAL WELFARE

We contribute to conservation and science by undertaking programmes around 'Field Conservation', 'Scientific Advancement', 'Breeding Programmes', and 'Land and Wildlife Safeguarding' to help protect wildlife locally, regionally, and globally. Through these programmes, Atlantis Dubai is home to 65,000 marine animals, sharks, stingrays, jellyfish, dolphins, and sealions. Some of our major programmes are highlighted in the following sections.

Shark and Ray Releases

Supporting
Sustainable
Development Goals



At Atlantis Dubai, through one of our focus areas of Field Conservation, we remain committed to protecting the UAE's marine biodiversity. An anchor initiative of this Pillar, focuses on enhancing native shark and honeycomb ray populations through a carefully managed breeding programme at The Lost World Aquarium, with individuals released to support local

marine ecosystems. This initiative is built on the close collaboration with local government agencies, scientists, and non-profit organisations to help safeguard the ecological health of the Arabian Gulf. Since its launch in 2019, we have organised a series of structured release events at the Jabal Ali Wildlife Sanctuary, engaging partners and the wider community. Some notable events in 2024 and 2025 included:

January 2024

Private release of 10 Arabian carpet sharks and 4 honeycomb rays

January 2025

Event with Atlantis Dubai, Dubai Environmental and Climate Change Authority (DECCA), GEMS Jumeirah Primary School, and Nakheel, releasing 20 sharks and 3 rays, combined with a beach clean-up

April 2025

A community event in collaboration with Goumbook, DECCA, and Nakheel to release 7 sharks and 1 ray, and an accompanying beach clean-up

The Jabal Ali Wildlife Sanctuary, is managed by relevant government agencies who continuously monitor wildlife, including water quality, habitat mapping, biodiversity surveys, and marine environment monitoring. Atlantis Dubai plans to continue reinforcing our marine conservation efforts.



Significant programme achievements since 2019 include:



65

Arabian carpet sharks released into the Arabian Gulf



12

honeycomb stingrays released into the Arabian Gulf



1st

shark and ray release initiative in the UAE



31 million+

program outreach on marine conservation



Programme Uniqueness



Pioneering Initiative

Our Shark and Ray releases are a pioneering initiative in the region, and we are the only hospitality destination in the UAE working towards reinforcing local shark and ray populations within the Arabian Gulf.



Marine Conservation and Awareness

Despite being a hospitality destination, we are leading a scientific animal welfare and local marine conservation initiative and raising community awareness by engaging with various stakeholders.

Atlantis Atlas Project Contribution Partners

Supporting
Sustainable
Development
Goals



The Atlantis Atlas Project Contribution Programme was launched in 2021 to support external projects driving conservation and sustainability. From every marine animal experience participated by a guest, 01 USD (US\$) is directed to the Contribution Programme.

Since 2025, an additional revenue stream was included to support the Contribution - The Meet Responsibly Package - an event package which provides clients with a bespoke event that is designed to have a minimal environmental impact.

From all Meet Responsibly events booked by a guest, 1% of the event booking value (nett of VAT) is channeled towards the Atlantis Atlas Project Contribution Programme. Since the programme's launch in 2021, it has run from June to May each cycle.

We invite external organisations to apply for funding every April, with proposals reviewed and evaluated by our internal Conservation & Science Committee to ensure they align with our 2024-2028 Conservation & Science Strategy.



**Significant programme achievements
since its inception in 2021 include:**

USD **509K** raised due to contributions
from AAP and external support

30 projects supported since inception

USD **126K+** allocated to **8** projects from
8 organisations in 2024-2025

USD **123K+** allocated to **7** projects from
7 organisations in 2025-2026

Through our 2024-2028 Conservation & Science Strategy and Contribution Programme, we support projects that enhance scientific knowledge, strengthen species conservation, and deepen community engagement across the region.

Through multi-year funding, Atlantis Dubai has advanced research on marine mammals, shark and ray populations, coral reef ecosystems, coastal litter distribution, and awareness among local communities about marine life. Some of the major projects funded in 2024-2025 include:

- ① Regional Whale Shark Research and Conservation Project in the Gulf of Oman
- ② Empowering Ocean Stewards Citizen Science Programme, focused on youth engagement and coastal litter research.



Whale Shark Research & Conservation, Gulf of Oman

This research project aimed to understand whale shark abundance and threats in the Gulf of Oman. The first whale shark field research season concluded in June 2025, primarily supported by the Atlantis Atlas Project Contribution Programme with additional funding from Georgia Aquarium.

This collaboration brought together an international scientific team from the Marine Megafauna Foundation and Sundive Research, who have extensive experience in the Arabian region, along with Georgia Aquarium and the University of Windsor. The project was implemented with strong national support from Omani partners, including One Ocean, Sultan Qaboos

University (SQU), Daymaniat Shells, Oman Sail, and staff from the Ministry of Agriculture, Fisheries and Water Resources (MAFWR).

Over 19 days of dedicated fieldwork, the team conducted vessel-based surveys from Al Mouj Marina in Muscat, photo-identified whale sharks using Sharkbook.ai. It deployed nine satellite tags to track habitat use, seasonal patterns, and potential threats.

A citizen science network was also established, enabling local tourism operators to report whale shark sightings via a dedicated WhatsApp group, providing real-time observational data across the coast.





Major project achievements include:



30 individual whale sharks identified using the Sharkbook.ai matching system



9 successful satellite tags deployed on whale sharks



200+ individual sharks identified and recorded through citizen science awareness and outreach

Empowering Ocean Stewards

We implemented the first cycle of the "Empowering Ocean Stewards" citizen science project in 2024-2025 by partnering with Goumbook, Al Kamal American International School (AKAIS), American University of Sharjah (AUS), Ocean Conservancy, and Partnership for Observation of the Global Ocean (POGO).

The initiative engages young people in meaningful environmental learning and data collection using the Citizen Observation of Local Litter in Coastal Ecosystems (COLLECT) methodology, developed by POGO and implemented internationally.

A total of 100 students aged 14 to 16 participated in the programme, with 38 trained citizen scientists conducting coastal litter surveys in Sharjah over two sampling seasons: winter and spring. Fieldwork was supported by 18 volunteers, including AUS students, Atlantis Atlas Ambassadors, and Goumbook team members.

Students later took part in laboratory sessions at AUS, applying scientific techniques to isolate and analyse microplastics from sand samples across both seasons to understand seasonal or activity-based fluctuations.

Programme Uniqueness

Pioneering Initiative

First of its kind dedicated research program in the UAE and Oman for Whale Sharks Conservation.

Responsible Whale Shark Tourism

This project aims to institutionalise a local 'citizen science' whale shark monitoring programme through the UAE and Oman coastal waters in the Gulf of Oman to obtain relevant data, potentially positioning Oman as a leading destination for responsible whale shark tourism.





Significant project achievements include:

69 plastic items were recorded across winter and spring

100 students participated in the first cycle of "Empowered Ocean Stewards"

67% increase in students achieving moderate level knowledge as per the assessment

25% increase in plastic pollution awareness

10% increase in frequent recyclers

50% of participants expressed stronger commitments to sustainability practices, such as reducing plastic use, and a wish to protect oceans

Programme Uniqueness



Pioneering Initiative

"Empowering Ocean Stewards: Bridging Data Gaps in Marine Litter Distribution through Citizen Science" project is the first structured, youth-led initiative aimed at addressing the critical issues of marine plastic pollution in the UAE.



Implementation of COLLECT

The project employed the COLLECT methodology developed by POGO to ensure a consistent, reliable, and scientifically valid approach to data collection. The project was evaluated using a combination of pre- and post-surveys, participation records, and qualitative student testimonials.



Second Cycle of Empowering Ocean Stewards

Based on the success of the first cycle, the project will run again in 2026 with a new school cohort.

Education and Awareness

Through our Education and Awareness pillar, we strengthen stakeholder engagement to benefit both people and the planet. We focus on sharing knowledge and skills, inspiring our Colleagues, Guests, Youth, and Community to act with greater social and environmental responsibility.

Schools and Youth Programmes

Supporting Sustainable Development Goals



Atlantis Dubai delivers a suite of dedicated youth education programmes designed to create meaningful, memorable experiences that connect young people to wildlife.

These programmes combine hands-on engagement, direct interaction with marine specialists and immersive behind-the-scenes access, ensuring that learning about ocean life, sustainability and conservation feels both exciting and accessible.

Redeveloped in 2024, we offered seven tailored programmes between 2024 and 2025, including a few dedicated to schools.



Marine Explorer Programme: Shallow-water experience enabling close interaction with marine animals.



Shark Specialist Programme: Gaining insights into shark care, and a feeding experience programme.



Dolphin Specialist Programme: Learning about dolphins and their care programme through training sessions.



Meet the Experts: Exclusive behind-the-scenes access for our "Kids Club" participants with divers, aquarists, vets, and marine mammal specialists.



Marine Conservation Programme (schools): An immersive journey through The Lost World Aquarium and Fish Hospital, introducing core conservation principles.



Animal Care Programme (schools): An introduction to Atlas Village and awareness about dolphin care and stranding actions.



Early Explorers Programme: An interactive underwater discovery experience for pre-school and early primary students.





Significant programme achievements include:



7 schools and youth awareness programmes to choose from



8,195 youth engaged in 2024



29% increase in youth engagement compared to 2023



64% of children identified ocean pollution as the key conservation issue post meeting the expert's

Programme Uniqueness



Learning from Marine Specialists

The programme is one of its kind in the UAE where youths learn about marine life, habitats, and endangered species in an interactive manner under the guidance of marine specialists.



Exposure to Fish Hospital

Marine conservation programme offers a unique behind-the-scenes tour of the Fish Hospital, reinforcing Atlantis Dubai's marine conservation initiatives.



Education Strategy

The programmes align with our 2024-2028 Education Strategy to empower the next generation to drive the future of ocean conservation. It reinforces existing youth programmes and enhances the partnership with schools, universities, and higher education institutions.

Atlantis Atlas Ambassadors

Supporting Sustainable Development Goals



The Atlantis Atlas Ambassadors were launched in 2022 to build a culture of environmental awareness and sustainability across Atlantis Dubai. Ambassadors act as sustainability champions within their respective

departments, sharing updates on the Atlantis Atlas Project, promoting conservation actions, and encouraging colleagues to participate in events and initiatives. The programme is designed to make sustainability accessible, engaging, and actionable by empowering colleagues to contribute ideas and take part in meaningful activities. Through our various programmes, our ambassadors volunteer with partners such as Goumbook, UAE Stray Dog Centre, DECCA, Nakheel and Emirates Environment Group (EEG) to deliver high-quality community and environmental activities. .



Major combined programme achievements of 2024 and 2025 include:

74 Atlas Ambassadors in 2024 and **72** Atlas Ambassadors in 2025

Combined, **21** meetings, **19** colleague events, and **9** exclusive ambassador events conducted in 2024 and 2025

534.5 combined volunteer hours in 2024 and 2025

84% colleague engagement at environmental and community volunteering events in 2024 increasing to **87%** in 2025 (based on total event capacity)

Programme Uniqueness



Colleague Feedback

We engage with our colleagues on post-event feedback. 100% of our colleagues expressed interest in joining events related to environmental sustainability. Our colleagues echoed that they look forward to joining more sustainable projects to create a positive environmental impact.



Pioneering Sustainability in Hospitality

Our Ambassadors are leading sustainability initiatives at a luxury resort in a unique manner, setting an example for effectively managing green events, volunteering for nature, oceans, and wildlife, above all while creating a coherent social impact and contributing positively to the local economy.

People and Culture

The People and Culture pillar of our Atlantis Atlas Project represents the foundation of our sustainability ambition. As a world-class resort with a diverse and dynamic workforce, we recognise that our colleagues are central to creating extraordinary experiences and driving meaningful change.

Through this pillar, we focus on our 'Colleague Well-being', 'Supply Chain Responsibility', 'Inclusion and Accessibility', while empowering 'Community Contributions'.

Inclusion and Accessibility

Supporting
Sustainable
Development Goals



Atlantis Dubai's commitment to inclusion took a considerable step forward with the rollout of our accessibility initiative, culminating in the Certified Autism Center™ (CAC™) designation awarded by the International Board of Credentialing and Continuing Education Standards (IBCCES).

Following the successful certification of Aquaventure World in 2023, both Atlantis, The Palm and Atlantis The Royal achieved certification in 2024, making Atlantis Dubai the first resort destination in the Eastern Hemisphere to earn this status. The certification spans three years and represents a long-term, organisation-wide commitment to creating an environment that welcomes and supports guests of all abilities.

The CAC™ designation requires organisations to ensure at least 80% of colleagues are trained in autism and sensory awareness. For a workforce exceeding 6,000 colleagues, this represented a significant undertaking for Atlantis Dubai.

Alongside training, the initiative introduced several guest-facing accessibility enhancements, such as an accessibility tab on the Atlantis Dubai website, which provides downloadable sensory guides for rooms, restaurants, and attractions, enabling autistic and sensory-sensitive guests to plan their visit.

Quiet zones are designated at both resorts to offer low-stimulus areas to guests needing a sensory break. Additionally, guests can submit special requests through a dedicated accessibility form online, enhancing pre-arrival support and personalised service.



Significant programme achievements include:



90+%

of guest facing colleagues across both the resorts took training in Autism & Sensory Awareness (ASA)



1500+

additional colleagues in supporting roles completed internally developed ASA training

Programme Uniqueness

Pioneering Initiative

We are the first resort destination in the eastern hemisphere to achieve IBCCES Certified Autism Centre™ status. We also embedded accessibility into core operations through dedicated internal policies such as "Providing Service to People of Determination" and "Hotel Access to Service Animals." It reinforces Atlantis Dubai as a leading inclusive destination and aligns with Dubai's vision as an IBCCES Certified Autism Destination™.

Integrating Inclusivity in Operations

The programme prompted meaningful shifts by developing comprehensive policy commitments and integrating them into operations, combining colleague capacity-building, facility enhancements, sensory resources, and service protocols across the resort. Aquaventure World hosted the first 'Quiet Time' event, opening early for People of Determination to enjoy a sensory-friendly experience with adapted rides, no music, and trained colleagues on-site.



Leadership Accelerator

Supporting Sustainable Development Goals



Launched in June 2025, the Leadership Accelerator Programme was created in a direct response to Atlantis Dubai's most comprehensive Learning Needs Analysis (LNA) conducted in 2024. The LNA involved interviews with over 40 Directors and above, 13 focus groups, and a survey completed by 1,500+ colleagues. "Strengthening management capability across all levels" was identified as the organisation's most urgent development need. As a result, the Leadership Accelerator Programme was designed as a two-part development framework:

- 1 Management Essentials:** Scenario-based workshops accessible to all people leaders, with mandatory and role-specific modules focused on foundational leadership capabilities.
- 2 Exclusive Pathways:** A future advanced track for high-potential leaders who complete core essentials and demonstrate exceptional leadership performance.

Aligned with the framework, more than 80 leaders, ranging from Assistant Managers to Directors, participated in workshops to co-create course content throughout early 2025. Their insights shaped the content design, case studies, and behavioral objectives. From mid-2025, bespoke Management Essentials workshops were developed and piloted, culminating in the launch of the first five courses until December 2025, namely:



The Atlantis Leader



Emotional Intelligence for Leaders



Strategic Incident Management for Hospitality Leaders



Effective Meetings & Briefings for Leaders



Difficult Conversations

All learning programmes were designed and delivered internally with the possibility of exploring academic or global training partners in the future.



Significant programme achievements include:

100% in-house course content development

150 leaders trained across **10** sessions

77 leaders from F&B, **37** leaders from Rooms/Operations, **19** leaders from Support/Shared Services, **15** leaders from Other Shared Services, and **2** leaders from Retail were trained

4 Management Essentials courses launch

5/5 average satisfaction score

Programme Uniqueness



Fully Co-Created Leadership Development Framework

The Leadership Accelerator is the first fully in-house developed framework designed by leaders, for leaders. Its scale, inclusivity, and strong operational focus make it a benchmark model within the hospitality sector for building sustainable internal talent pipelines.



Aligned with Kerzner International's Global Leadership Framework

The Leadership Accelerator Programme is closely aligned with Kerzner International's Global Leadership Framework, ensuring consistency with the company's broader vision for talent development. The program serves as a local pilot for exploring how Kerzner's leadership principles can be translated into large-scale, operationally relevant training. The L&D team continues to work closely with Kerzner to share learnings, gather feedback, and contribute insights that may inform future global leadership initiatives across the Kerzner portfolio.



ATLANTIS

ATLAS PROJECT

LOOKING AHEAD

This Project Highlights Report reflects a moment in the ongoing evolution of the Atlantis Atlas Project. While it captures key achievements from the period, the programmes outlined will continue to develop beyond this reporting cycle. As we look ahead, Atlantis Dubai remains focused on building on what has been achieved, strengthening proven approaches and embedding responsibility ever more deeply across our operations and guest experiences, ensuring that extraordinary hospitality continues to create lasting value for our people, our communities and the environment.