



Summary of a 3-year cooperation

Atlantis the Palm, Dubai

Case study of a mobile app project

Introduction

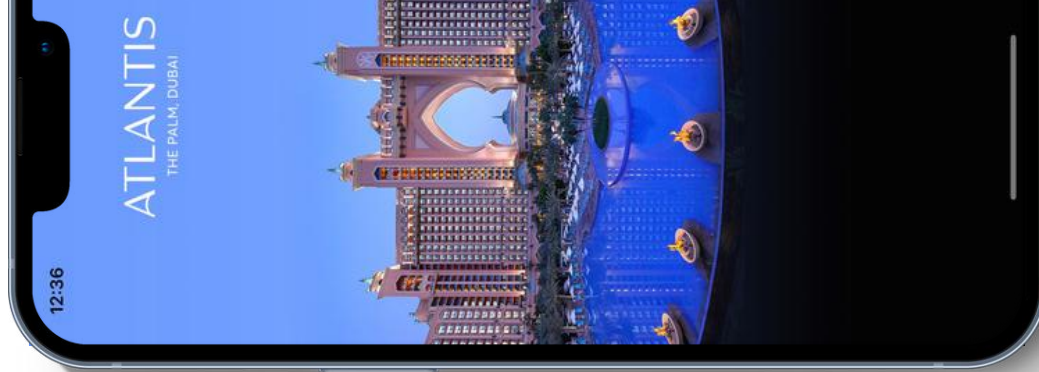
This document sums up the 3-year collaboration between iLumio and Atlantis the Palm, Dubai. It shows the goals, achievements, and benefits that have been obtained during this time. As a result of this collaboration, Atlantis the Palm has had the chance to increase the availability of hotel services and revenues. The application improved the functioning of the facility's operating processes, such as reception, housekeeping, and marketing.

The case study also includes statistics on the application features that enjoyed the greatest popularity among the guests. The results show the positive impact of the mobile app on the hotel's profits and the guest experience.

Contents

1. About Atlantis the Palm, Dubai.....	3
2. Guest profile.....	5
3. Atlantis, The Palm expectations.....	5
4. Business goals.....	6
5. The main functionalities	6
6. Top 4 functionalities & total downloads.....	7
7. Results analysis.....	8
8. App reviews.....	9
9. Contact us.....	11

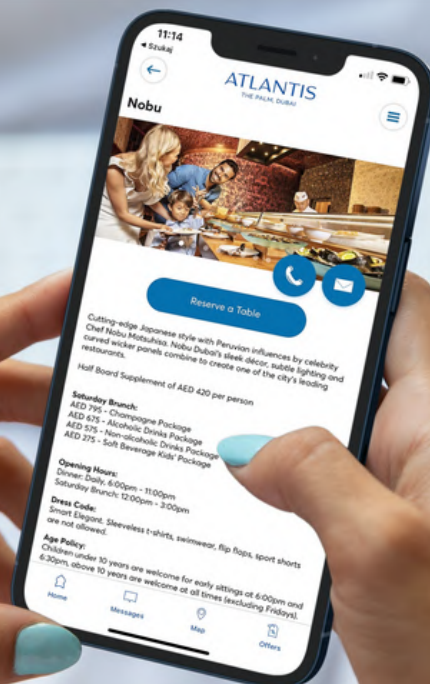




About Atlantis the Palm, Dubai

Atlantis The Palm, opened in September 2008, spans a massive 46 hectares, with 17 hectares of a water park alone. Atlantis The Palm also features exciting marine and entertainment attractions that the whole family can enjoy, as well as a collection of world-renowned and award-winning restaurants.

From the moment of arrival, hotel guests are immersed in a dazzling world of imagination, pleasure, and luxury. Atlantis The Palm beach resort is an oceanic wonderland by the sea, offering relaxation and thrills for couples and families alike. From the hotel architecture to the award-winning restaurants and must-visit aquatic attractions, there is truly something for everyone.



1,539

rooms

17 hectares

of the water park

23

restaurants

700 meters

of Aquaventure Beach

65,000

marine animals

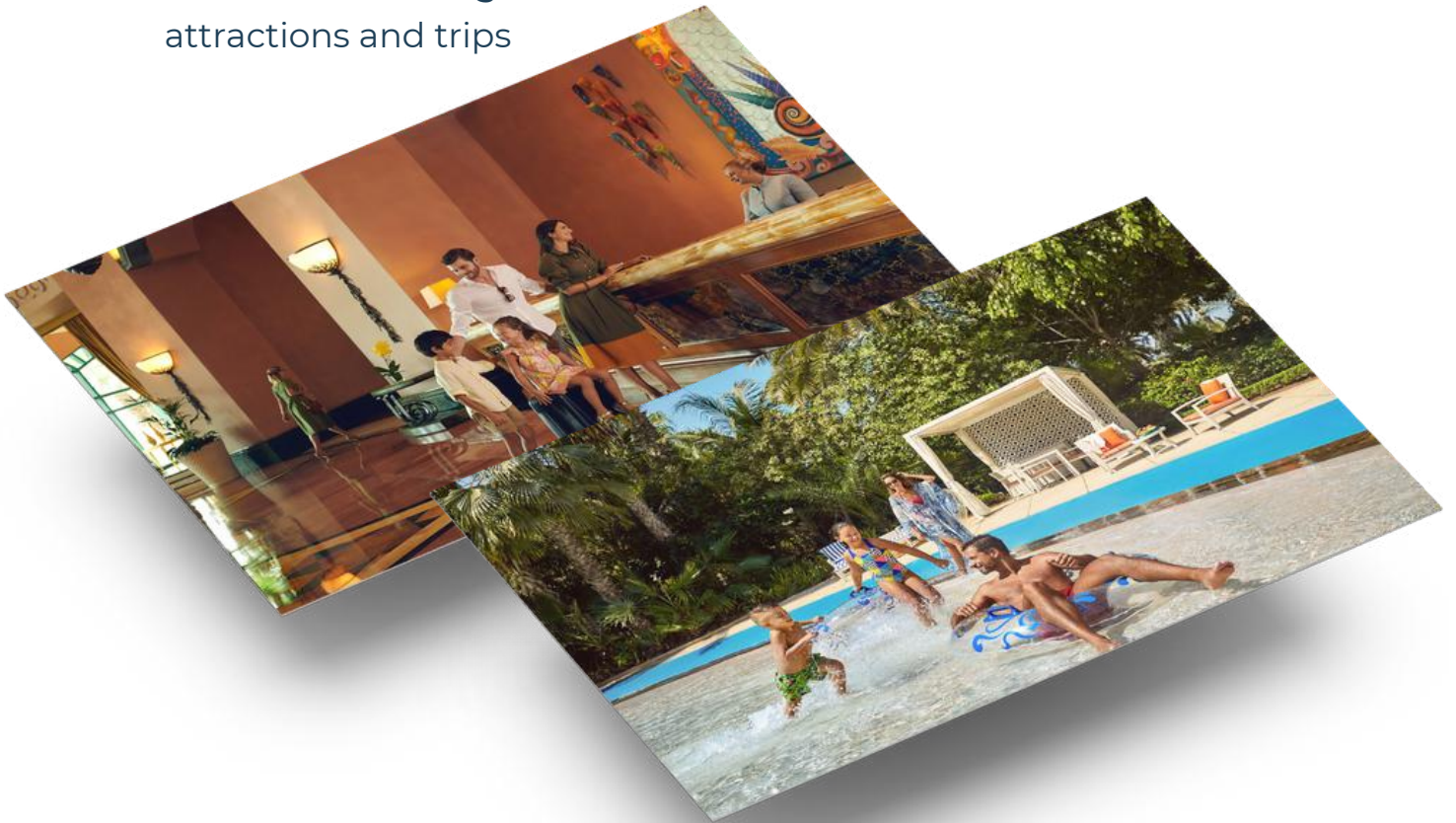
1,4 kilometers

of magnificent,
golden beaches



Guest profile

- **Family visitors** who appreciate the leisure and special attractions for kids the hotel has to offer
- **Business visitors** who are looking for peace and quiet, and fast service.
- **Couples** who seek to spend time in luxurious hotels with the newest trends
- **Adventure-seeking visitors** who are interested in the hotel's attractions and trips



Atlantis The Palm project overview

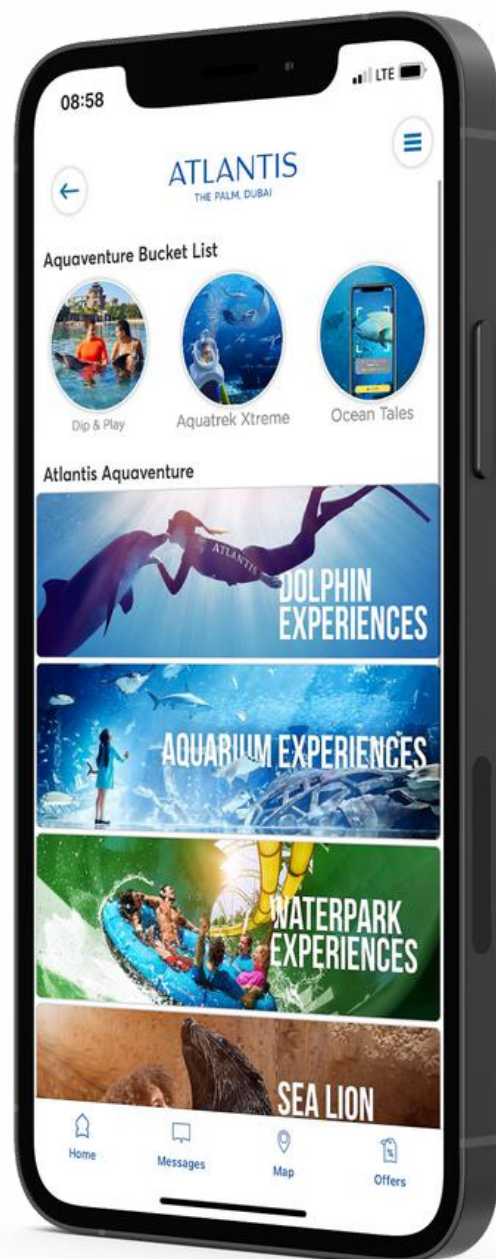
The mobile application project began in 2017 and has been implemented in 2019. Its main objective was to create a tool that would accompany the hotel guests throughout their stay. The goal of Atlantis the Palm was to create an application for both platforms that the guest can use before check-in, during the stay, and after leaving the hotel. The task of the tool was also to set trends to meet the expectations of even the most demanding guests while achieving the business strategy of the facility.

Business goals for hotel

- Streamlining reception processes and reducing queues
- Adapting services to the situation during a pandemic
- Facilitating guests' access to services and booking systems
- Increasing revenues with in-app purchases of services

The main functionalities allow the guests to

- quickly and easily complete the full check-in process before arriving at their destination
- use the application as an interactive map to move around and find objects
- ask for assistance via 24/7 chat with the reception desk
- make purchases of products, services, and payments directly from the app
- plan their stay with customizable options
- make reservations at restaurants, spas, and live entertainment areas



Top 4 functionalities



Hotel and resort details

1 300 000+

guests found information in the app



Wayfinder module

120 000+

guests found way with a map



Live-chat

160 000+

guests made contact via the app



Contactless door key

110 000+

guests opened the door with a mobile key

Total downloads of Atlantis Dubai app



104 000+
iOS users



25 500+
Android users



International guests form all around the world



Results of the analysis

of the 3-year cooperation data



Statistically, the guest uses the app about **89 times** throughout the entire stay

Every 10th hotel guest uses the mobile door key function



60% users
browse through the services the hotel offers



50% users
open the module for offer reservation



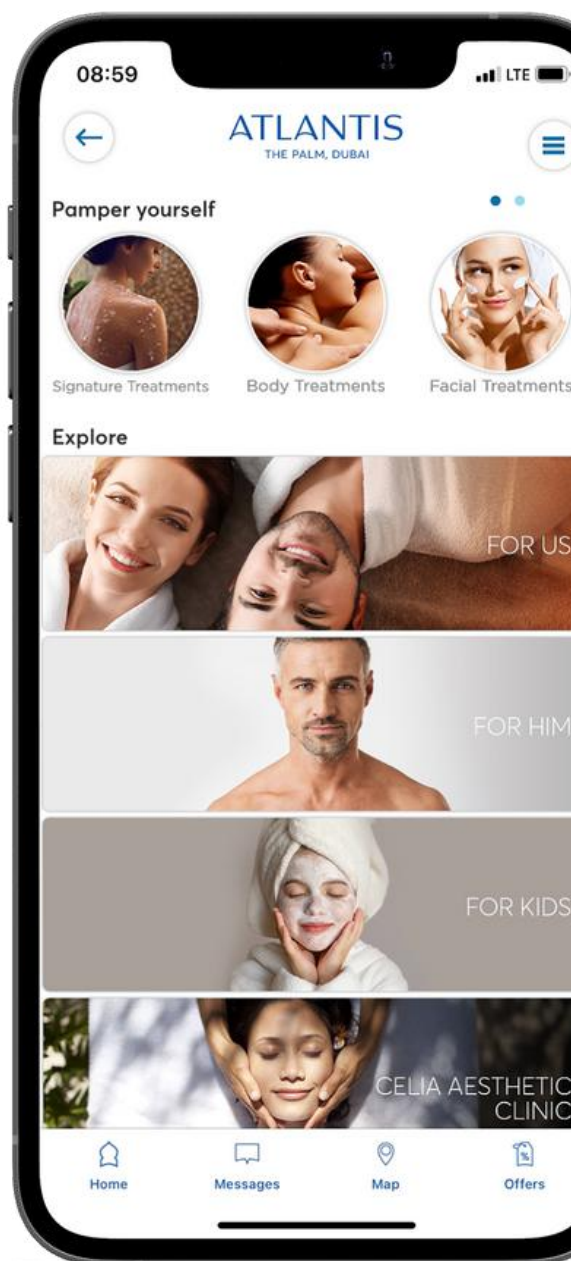
40% users
contact the hotel staff



40% users
use the wayfinder to get to the right place faster



ATLANTIS
DUBAI



App reviews from hotel guests



Mohmed Salim Unya

*(...) Their reception and house keeping services are one of the top services. I have used their app for house keeping and reception services and it's the best, application is very user friendly and you can get instant response 24*7. (...)*

review on Google



Rosh

(...) Download the Atlantis app in advance. It has info about various complimentary things on there, and you can also book room service and restaurants on the app. (...)

review on Tripadvisor



Sarmad

(...) Amazing room amazing service, view outstanding, friendly staff, cleanliness area, room facilities too good, simply download app after you check in, you can get all things you want on your click command (...)

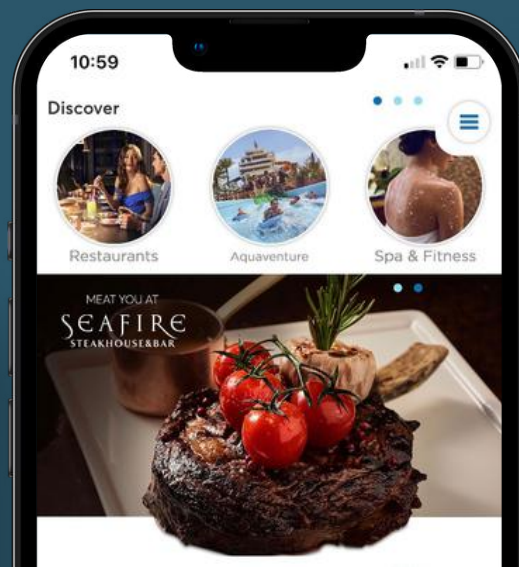
review on Tripadvisor

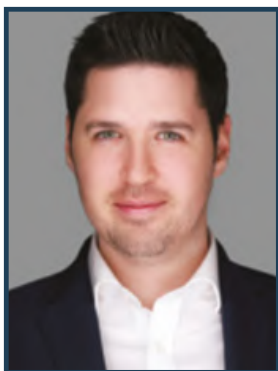


Roley32

(...) Make sure you download and use the Atlantis app. It operates as your room key and allows you to book your restaurants in advance as well as communicate with reception without having to wait at the reception desk. (...)

review on Tripadvisor





Declan Kilcourse
Director of CRM
Atlantis, The Palm

Atlantis The Palm, Dubai welcomes millions of visitors each year and invests in our people and technology to deliver memorable guest experiences that exceed their expectations.

The iLumio mobile app greatly improved the guest experience in our resort by offering key services in a comprehensive and easy-to-use mobile app. The app is a key feature of our CRM strategy and we look forward to further expanding our mobile app functionality in collaboration with Ailleron.



How did we increase guest satisfaction with Atlantis The Palm mobile app?



Time-saving
functions



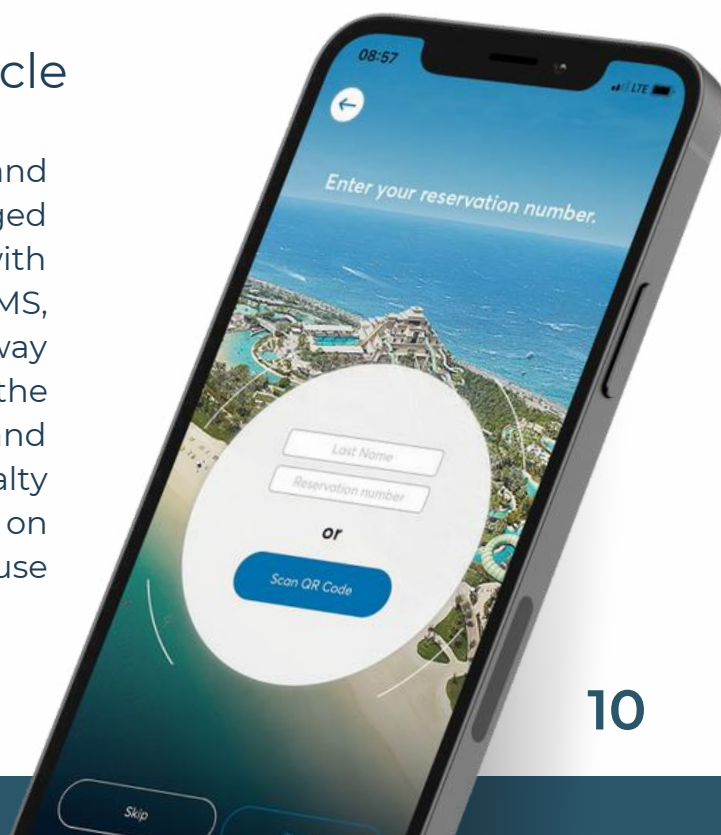
Fast and easy
contact



Activities and services
recommendation

iLumio solution supports the entire hotel guest life cycle

The mobile app is a self-contained, easy, and secure check-in and out process managed by guest's mobile phones - helpful with reception desk staff reduction (full PMS, access control, and payment gateway integrations). The application improves the guest experience throughout the stay and builds relations by introducing loyalty programs. The solution allows saving up on printing paper marketing materials, because all of them are available in digital.



Thank you

for getting to know this project

iLumio can help you build an intelligent hotel technology!

Schedule a free consultation with the experts and find out how iLumio solutions can increase your revenue, traffic, and guest experience.

Scan the QR code

to visit our website
and join us for a free call



or contact us here:

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