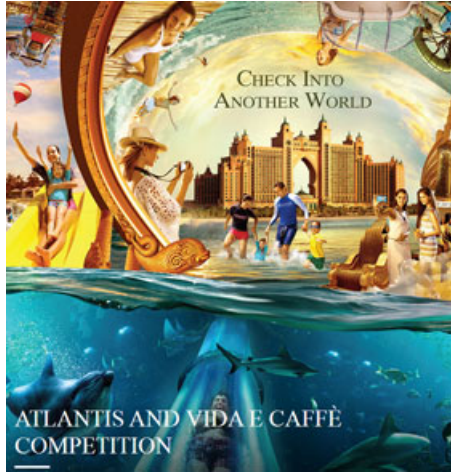


Win a trip to Dubai with Vida e Caffè

[Atlantis, The Palm in Dubai](#), in partnership with [Vida e Caffè](#) and Dubai Tourism is launching a competition to win a luxurious five-night stay at the resort, this September.



The prize includes return economy air tickets on Emirates for two people, sponsored by Dubai Tourism, a five-night stay for two in a deluxe room at Atlantis, The Palm, inclusive of breakfast and dinner for two people; and unlimited access to Aquaventure Waterpark and the mythical Lost Chambers Aquarium.

A QR code with details of the prize will be printed on 330,000 coffee sleeves and first of its kind, high-tech augmented reality will be used to engage people to enter to win the holiday to Dubai.

Vida e Caffè customers simply purchase a coffee, download the free augmented reality-enabling app, [Layar](#), launch the app, scan the sleeve and be engaged by a rich media experience about Atlantis, The Palm -[enter the competition](#) and share it on their social media networks.

Atlantis - the flagship resort on The Palm - was the first resort to open its doors on Dubai's revolutionary island. Created by Kerzner International Holdings, a leading international developer and operator of destination resorts, the resort welcomed its first guests in September 2008.

A landmark event

With its enviable location atop the crescent of The Palm, the opening of Atlantis was a landmark event, redefining tourism in Dubai as the first truly integrated entertainment destination resort. The resort encompasses a 46 hectare site with 17 hectares of water-themed amusement at Aquaventure Waterpark, extensive fresh- and salt-water pools and lagoon exhibits, an open-aired marine habitat second only to Mother Nature, a seemingly endless stretch of beach, luxury boutiques, numerous dining choices including three world-renowned chef restaurants, an exciting nightlife experience, award-winning ShuiQi Spa & Fitness, and 5,600m² of meeting and function space.

This competition and augmented reality experience is a first for South Africa on this scale. South Africans are mobile savvy and the uptake on augmented reality is growing continually with a 25% growth in Layar App downloads in 2014 to date. The Vida interactive sleeve has been augmented by Digital Narrative, a Layar Certified Partner. Digital Narrative, a Cape Town-based company, provides advertisers and publishers with AR solutions with additional layers of information, such as videos, photos and sounds, where customers engage richly with brands. For more information, go to www.digitalnarrative.me

In addition, media members, from journalists and editors to bloggers, will be encouraged to promote the campaign virtually,

and the person who facilitates the most entries to the competition will also win a trip the Atlantis, The Palm.

To enter the competition [click here](#).

For more, visit: <https://www.bizcommunity.com>