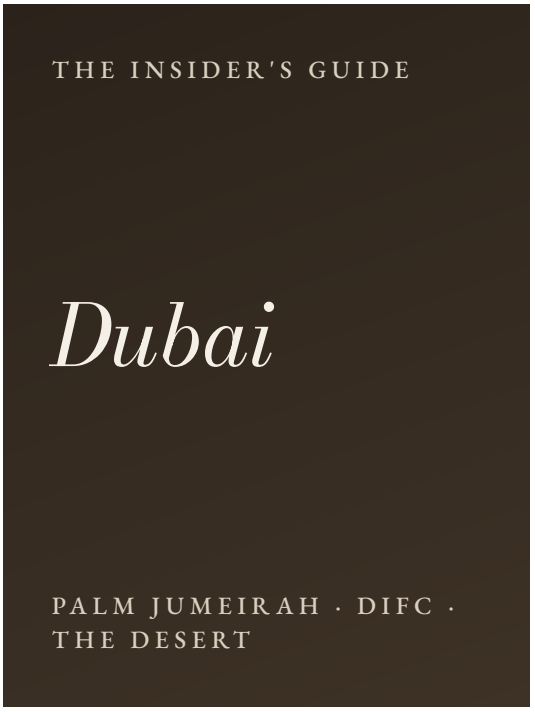
INSIDER'S GUIDE · PALM JUMEIRAH · DIFC · THE DESERT

Dubai, *without the waiting list.*

Dubai's weekend is Saturday and Sunday, its season runs from October to April and the city is forty minutes wide. This guide covers the arrival, the hotels, the tables, the beach clubs, the Saturday brunch, the nights and the desert.



ARRANGED BY PLATINUM

OUR PICK · ON REQUEST

OUR PICK · WALK-IN

MEMBERS & THEIR GUESTS

Every address is marked: what we arrange, and what you simply walk into.

BEFORE YOU BOOK

Dubai works differently.

The weekend is Saturday–Sunday

Saturday brunch is the city's ritual. Friday and Saturday are the big nights.

The city is forty minutes wide

Palm Jumeirah for the beach, Downtown and DIFC for the nights. Choose the hotel by where you dine.

Filming people is not neutral

UAE law protects a person's image, even in public. Ask before you film anyone.

The season is October to April

Beach clubs, desert and terraces are at their best from November to March.

Ramadan changes the rhythm

Its dates follow the moon. Nights are quieter, and the iftars are magical.

ARRIVAL

Arrive privately.

ARRANGED BY PLATINUM

Al Maktoum International · DWC

Dubai's private aviation hub, with its dedicated jet terminals.

Dubai International · DXB

The VIP terminal, minutes from Downtown.

Helicopter

From the jet terminal to the Palm or the Marina in minutes, not an hour of traffic.

Chauffeur

At the aircraft steps, on call for the whole stay.

WHERE YOU STAY

Your suite, ready.

OUR PICK · ON REQUEST

Atlantis The Royal

Carbone, Ling Ling and Nobu by the Beach under one roof.

Bvlgari Resort Dubai

On the Jumeira Bay island.

Jumeirah Marsa Al Arab

Beside the Burj Al Arab.

One&Only The Palm

Low-rise and quiet.

Mandarin Oriental Jumeira · Four Seasons Jumeirah Beach

Beachfront, home of Nammos and COYA.

Al Maha · Bab Al Shams

Suites with private pools in the desert reserve, and the desert fort.

> INSIDER TIP
>
> Split the stay: three nights on the Palm or in the city, one in the desert. The last night is the one clients talk about.

THE TABLES

The hardest tables.

OUR PICK · ON REQUEST

FZN by Björn Frantzén · Trèsind Studio

Two of the smallest and most awarded rooms in the city. Book the day the calendar opens.

Il Ristorante Niko Romito · STAY by Yannick Alléno

Italian at the Bvlgari, French at One&Only The Palm.

Zuma · DIFC

Still the power dinner of Dubai.

Orfali Bros · Jumeirah

Three brothers and nightly turn-aways.

Carbone · Atlantis The Royal

New York's red-sauce legend.

Ossiano · Atlantis The Palm

Dining inside the aquarium. Ask for a table against the glass.

PARTY DINING

Dinner becomes the party.

OUR PICK · ON REQUEST

Billionaire

The dinner show, high above Downtown.

Sexy Fish · Amazónico · DIFC

The most spectacular rooms in DIFC.

Bagatelle · Fairmont Dubai

The Saint-Tropez formula, champagne parades included.

Bâoli

Beachfront dinner, then the party.

Ling Ling · Atlantis The Royal

Late dinner that becomes a lounge.

> INSIDER TIP
>
> Book 10pm or later. Before that you are having dinner; after that you are at the party.

BY THE WATER

Sand & champagne.

OUR PICK · ON REQUEST

J1 Beach

Dubai's Riviera: Sirene Beach by GAIA, Gigi Rigolatto, African Queen, Bâoli and more, with its own jetty.

Nammos · Four Seasons

Mykonos, transplanted to Jumeirah.

Nikki Beach · Pearl Jumeira

The classic Dubai beach day.

DRIFT · One&Only Royal Mirage

Elegant rather than loud.

Nobu by the Beach

Atlantis The Royal's pool club.

> INSIDER TIP
>
> Arrive by boat: J1 has its own jetty and a dock-and-dine service. You step off the yacht and onto the sand.

SATURDAY

The Saturday brunch.

OUR PICK · ON REQUEST

Zuma · DIFC

The food-first brunch, the benchmark.

Saffron · Atlantis The Palm

The legendary buffet.

Bubbalicious · Westin Mina Seyahi

Three restaurants, one afternoon.

Gloria Osteria · DIFC

Milanese, loud, glorious.

> INSIDER TIP
>
> The real move is the after-party: brunch ends mid-afternoon, and the pool clubs carry it on.

LATE NIGHT

Every night.

OUR PICK · ON REQUEST

Dubai opens and closes clubs fast: we check what is open for your dates.

Soho Garden · Meydan

The big DJ nights, several rooms.

Ushuaïa · Dubai Harbour

The Ibiza event series.

BLING · FIVE Palm

Champagne shows and hip hop.

New Year's Eve

The Burj Khalifa fireworks: every terrace with the view sells out first.

INSIDER TIP

Tables work on minimum spend and the door decides on the night. A guest list is not entry: a booked table is.

THE DESERT, PROPERLY

Not the convoy. The reserve.

OUR PICK · ON REQUEST

Sunrise balloon

Over the Dubai Desert Conservation Reserve, with a falcon flying beside the basket.

Dinner on a dune

Arrive by camel at sunset.

A night in the dunes

Nomadic tents and a sunrise breakfast in silence.

INSIDER TIP

Skip the cheap luxury safari: it is a convoy and a shared camp. The reserve limits vehicles, and that is the whole point.

THE SEASON

The weeks that fill Dubai.

Exact dates change every year: contact us for this year's dates.

Late November · Dubai 7s

Rugby sevens.

Early December · Abu Dhabi Grand Prix

The Formula 1 finale at Yas Marina, about thirty minutes by helicopter.

December to January · Dubai Shopping Festival

Visitors can claim VAT back at departure.

New Year's Eve

Burj Khalifa.

February · Dubai Duty Free Tennis

The championships.

Late March · Dubai World Cup

Racing at Meydan.

NO BOOKING · NO DRESS CODE

Laid-back Dubai.

OUR PICK · WALK-IN

Ravi · Satwa

Pakistani curries, open from dawn to late, no reservations.

Al Ustad Special Kabab

Iranian kebabs in Bur Dubai, a family institution.

The Creek by abra

A wooden boat across old Dubai, then the gold and spice souks.

Al Mallah · Al Dhiyafah Street

The shawarma everyone films.

Bu Qtair

Fried fish in a shack by the fishing harbour. Cash only.

Platinum Agency Group is an independent concierge, not affiliated with the hotels, restaurants, clubs or events named in this guide. “Arranged by Platinum”: access we arrange directly. “Our picks”: recommendations, with reservations on request and subject to availability. Venues, opening periods and event dates change: contact us for current details before you travel.

Questions

When is the best time to visit Dubai?

October to April, and best from November to March for the beach clubs, terraces and desert.

Which airport is best for a private jet to Dubai?

Al Maktoum International (DWC) is the private aviation hub; Dubai International (DXB) has a VIP terminal minutes from Downtown.

Can you book Dubai's hardest restaurants?

Yes. The smallest rooms open their calendars weeks ahead: we book on the day they open, not the week you land.