PLATINUM HERITAGE EVENTS

Dubai’s Leading Desert Safaris

Recognised at the World Travel Awards

Four years in a row!
PLATINUM HERITAGE
What makes us different?

• We started Platinum Heritage because we wanted to offer a sustainable business that is authentic and proudly represents the true culture and heritage of the UAE.

• There are three principals that direct the type of experiences we offer; they must be unique, high-quality and environmentally conscious.

• We have the largest working fleet of vintage Land Rovers currently in the world.

• We won the Gulf Sustainability and CSR award in 2018 for the Best Sustainability Education Programme.
HERITAGE COLLECTION

Our Heritage Collection of Desert Safaris bring Emirati culture to life with authentic camps, traditional dancers, and local cuisine. From our falcon trainers to our locally sourced materials, our goal is to recreate the desert nomad lifestyle down to the finest detail.

History matters; that’s why our Land Rovers are the same ones used in the 1950’s, restored to their former glory. It’s also why we’ve employed the help of Emirati scholars in order to be as accurate as possible with our recreation.
PLATINUM COLLECTION

From our selection of the legendary Range Rovers, to the level of service from our Conservation Guides, the fine dining experience and the breathtaking private desert setting inside the grounds of a Royal desert retreat; this will be a once in a lifetime experience created for discerning travellers who expect the highest level of exemplarily service and attention to detail.

These elements form the foundation of our Platinum Collection.
OUR GUIDES

Platinum Heritage is the only Ecotourism Desert Safari company in the UAE. Ecotourism is about uniting conservation, communities, and sustainable travel.

Our Conservation Guides are professionally trained in-house staff and take guests on entertaining and educational wildlife drives in the Dubai Desert Conservation Reserve.
WILDLIFE DRIVE

Drive through the Dubai Conservation Reserve either in our museum quality Land Rovers or in our luxury Range Rover Vogue. The best place in Dubai to see wildlife in the pristine Dubai desert. Your professional in-house Conservation Guide will escort you through the desert as they help you to spot exotic local wildlife.

In order to assist the conservationists with their important work, we donate a contribution from each guest to the conservation programme.
We are sustainability ambassadors and our Sustainable Business Mission embraces all three pillars: social, economic and environmental.

Every decision we make is based on what’s best for the environment and local people in unison with creating authentic experiences for Dubai’s visitors.

Read more about our Sustainable Business Mission.
Platinum Heritage is the only company in the UAE operating inside the grounds of a Royal family member's private desert retreat. Discover our authentic dining experience nestled inside the exclusive grounds, constructed using natural materials like stone, wood and goat hair for an authentic heritage styled camp. The camp also includes a traditional majlis setup (Arabic Term meaning “a place of sitting” ).
Luxury in the desert is what we do best! We spoil our guests with a lavish six-course a la carte dinner prepared by our on-site Chef. Dinner is served on a table made out of an antique Arabic wooden door and can be enjoyed in our ultra luxurious exclusive camp. After dinner retire to a private Majlis complete with comfortable leather sofas where you can relax and smoke aromatic shisha.
HERITAGE COLLECTION

YOLA SHOW

It is a traditional dance of the region when young Bedouin men would return home for a hunt. They would perform the dance with their rifles skilfully throwing them high into the air.

INTERACTIVE DRUMMING PERFORMANCE

Be entertained by an Arabic drumming session as you are led into song and dance while playing various types of handheld drums.
FLAMING SANDS OF ARABIA

As the only performance of its kind, this spectacle is exclusively performed at our camps and nowhere else in the UAE. Add a spark to your event and light up the night with a professional fire throwing routine. Set to an intense soundtrack, our fire performers will turn up the heat on the evening – creating a fiery effect that will leave the audience feeling like they have walked inside a volcano.
TRADITIONAL ARABIC COFFEE

It is part of the Bedouin, and therefore Emirati, culture to serve coffee as a welcoming gesture to honour guests upon their arrival.

FALCONRY

This is an integral part of desert life which has been practiced in the UAE for centuries, originally used for hunting to supplement the Bedouin diet with meat such as hare or houbara.
HENNA PAINTING
Made from crushed leaves of the henna tree, henna powder is mixed with water and lemon juice or a similar acidic to create a thick paste that stains the skin on contact.

CAMEL RIDES
The most authentic way to explore the desert. Camels are known as the ‘ships of the desert’ because of the ease at which they elegantly move across the desert sands.
ENHANCE YOUR EVENT

CUSTOMISE THE EXPERIENCE
WELCOME DANCE

Generally known as the ‘stick dance’, this traditional and fascinating United Arab Emirates folk dance is accompanied by drumming and performed by two rows of dancers facing one another. Dancers are positioned close together in rows, signifying the unity and cooperation amongst the tribal people.

- Traditional way to welcome guests to the camp
- Immerse guests in the Emirati culture
- Interactive performances are the perfect way to engage your group.
ASTRONOMY

Join us on a cosmic journey as your private Astronomer recalls the early history and the impressive legacy of Astronomy from Arabia. Enjoy spectacular telescope views of mesmerising night sky objects including the mighty planet Jupiter and its four Galilean Moons, distance galaxies and star forming nebula.

• Educational element for your group
• A fascinating and relaxing way for the team to participate together
• Perfect ending to a day spent in the desert
FIREWORKS

Exciting, vibrant and dazzling firework performances featuring an explosive kaleidoscope of choreographed colours on the black canvas of the Emirate’s night sky.

• Create a powerful lasting impression for guests
• Commemorate the event with fireworks
• Perfect for celebrations of corporate milestones
BENEFITS OF A PRIVATE CAMP

• The pick-up and drop off as well as entertainment can be tailored to your guests wishes.
• Menus can be adjusted or upgraded to suit your requirements.
• The camp can be branded or signage displayed.
• It is possible to arrange speeches, announcements and award ceremonies.
Thank you!

For any questions, please contact

events@platinum-heritage.com
+971 4 4409827