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## **jumeirah sweeps the board at the world travel awards**

Burj Al Arab, Jumeirah Beach Hotel, Madinat Jumeirah and Jumeirah Emirates Towers, all part of Dubai based luxury hospitality group Jumeirah, collected a number of prestigious accolades at the 14th Annual World Travel Awards Middle East & Africa, held in Abu Dhabi last week.

Jumeirah's flagship hotel, Burj Al Arab, picked up a total of three awards at the star-studded event. The World's most luxurious hotel was recognised as the Leading Hotel in the Middle East, the Leading Hotel in the UAE as well as the Leading Hotel in Dubai.



The impressive Dubai landmark, Jumeirah Emirates Towers picked up the award for the Leading Business Hotel in the Middle East, following the hotels recent recognition from Business Traveller Middle East.

The title of Leading Resort in Dubai was awarded to Jumeirah Beach Hotel, while Madinat Jumeirah also enjoyed success, being named as the Leading Conference Hotel in Dubai.

Marco Nijhof, Senior Vice President, Gulf region, Jumeirah, commented: "As a young and rapidly expanding luxury hospitality company, Jumeirah is proud to have been recognized on so many levels at the Annual World Travel Awards yet again this year. These awards highlight Jumeirah's promise and continued commitment to Stay Different, as well as demonstrating that Dubai is truly an international business and leisure destination."

Jumeirah properties are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The fast



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growing Dubai based luxury international hospitality group encompasses the world renowned Burj Al Arab, the world's most luxurious hotel, the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Bab Al Shams Desert Resort & Spa in Dubai, the Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and the Jumeirah Essex House on Central Park South in New York.

The group's activities are however, not restricted to hotel and resort management. The Jumeirah Group portfolio also includes Wild Wadi, regarded as one of the premier water parks outside of North America and The Emirates Academy of Hospitality Management, the region's only third level academic institution specializing in the hospitality and tourism sectors.

Building on this success, Jumeirah Group became a member of Dubai Holding in 2004, a collection of leading Dubai based businesses and projects, in a step that aims to initiate a new phase of growth and development for the group.

Jumeirah's ambitious expansion plans to grow its portfolio of luxury hotels and resorts worldwide to 40 by the end of 2009 are well underway with projects currently under development in Dubai, Aqaba, Doha, Phuket, Shanghai and London.

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