

A woman wearing a wide-brimmed straw hat and a light-colored shirt is sitting on a stone ledge by a swimming pool. She is holding and reading a book. To her left is a large, ornate, dark-colored metal lantern. Behind her is a large, rounded green bush. The pool is visible on the right side of the image, with its blue water reflecting the sky. The overall scene is bright and sunny, suggesting a relaxed outdoor environment.

Jumeirah
AL NASEEM

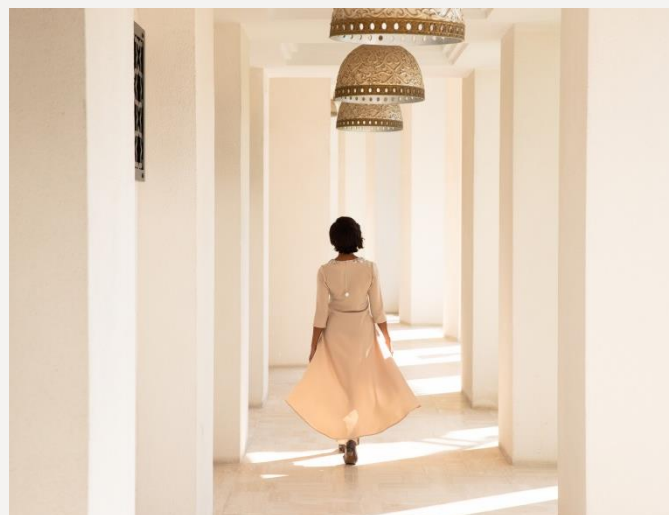
JUMEIRAH AL NASEEM POSITIONING DOCUMENT

POSITIONING

This document is aimed at providing information and inspiration at to all Jumeirah stakeholders who will be responsible for activating and promoting Jumeirah Al Naseem.

The purpose of this document is to clearly outline Jumeirah Al Naseem key differentiators and provide storytelling opportunities. It is also designed to inspire the operations team at the hotel to create and implement guest experiences that are fitting to the hotel's positioning and to Jumeirah's brand and to be used as part of the induction for new colleagues.

The images included are aspirational and not factual. The intent is to reflect the general mood and essence of the hotel, and support its physical characteristics and attributes which are what makes it different.



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PROPERTY FACTSHEET

Hotel Rooms		
	Number	Size (m²)
Resort Deluxe	129	51
Resort Superior	88	60
Ocean Deluxe	108	51
Ocean Club Superior	35	60
Pool/Ocean Terrace Room	29	51/60
Family Suite	12	126
One Bedroom Ocean Suite	30	135
Presidential Suite	2	300
Royal Suite	1	500
Penthouse	1	700

Club	
Kids Club	Yes

Spa & Fitness Center	
	Number
Treatment Rooms at Talise Spa Madinat Jumeirah	26
Pop-Up Treatment Rooms on site	2
Fitness Center	1

F&B Operation		
	Concept/Type	Seating
Al Mandhar	Patisserie and tea	150
Kayto	Peruvian-Japanese	180
Rockfish	Mediterranean Seafood	150
Sugarmash	Polynesian	119
Summersalt	International	96
The Palmery	International	276

Conference Facilities		
	Size	Capacity
Arena MPV	2,760	4,500
Joharah Ballroom	1,880	1,500
Murjaan Ballroom	388	280
Majlis Al Salam	515	400
Majlis Al Mina	153	100
Fort Island	1,750	1,400

Pools	
Number of Pools (incl 2 adult only pools)	5



CHARACTERISTICS

CONTEMPORARY DUBAI ►



◄ EFFORTLESSLY REFINED



ALLURING ►



◄ SOCIAL



MODERN ►



◄ BREATH-TAKING



LOCATION HISTORY

One of the most famous cities in the world, Dubai is the land of possibility. From culture and heritage in the heart of the Middle East, to modern architectural marvels and entertainment experiences, not to mention the iconic legacy of hospitality the city has built - Dubai is a city like no other.

An amazing shopping destination, not only because of the bigger malls such as Dubai Mall, but with new retail and dining destinations such as City Walk or The Beach opening up, there are more and more local designers and boutiques to complement the international brands.

A foodie's paradise with amazing luxury restaurants from world renowned chefs, as well as casual bites from around the world.

Dubai has become an entertainment destination with the opening of Dubai Parks & Resorts, IMG World of Adventures and Dubai Safari Parks - ideal for families on a longer-break. There are also new entertainment shows like La Perle by Franco Dragone, and Dubai Opera with musicals and theatre acts all year-round for some culture amongst the glamour of the city.

Today Jumeirah is one of Dubai's most prestigious areas. Known as one of the most affluent addresses, but it also has a rich story as one of Dubai's original areas.

Situated on the shores of Dubai, Jumeirah lays claim to the most pristine beach front in the region.

Historically, Emirati people living in the Jumeirah area were fishermen, pearl divers and traders. Once upon a time the shore line would be seen alight with beacons calling the traders home, it is in fact from this story that Jumeirah Hotels and Resorts has in part crafted it's identity from.

Jumeirah now is home to some of the most iconic hospitality institutions in the region, and its shoreline is one of Dubai's most recognised features.



DESIGN NARRATIVE

Opened in 2016 and representing a new, beautiful face of Jumeirah.

Jumeirah Al Naseem was conceived by its developers Mirage Leisure and Development to become a cousin, not a brother of the rest of Madinat Jumeirah. To be more contemporary, more modern, but it still having the scale, still being a resort, and still belonging to the same family. It represents the transition between the traditional and the very modern.

Jumeirah Al Naseem delivers a strong sense of place, of the Dubai of today. This is evident through the display of contemporary art by Emirati artist Matar bin Lahej. A polished steel caravan of running camels welcomes guests to the hotel's grand entrance and other inspiring pieces adorn the lobby area.

Jumeirah Al Naseem was designed to invite the outdoors in. Carefully landscaped gardens by acclaimed landscape designer Bill Bensley. More than 1,000 palm trees from 14 species edge the sandy beach providing pockets of privacy and peacefulness. Interiors are inspired by desert sand dunes, blue skies, sea breeze and Dubai's heritage of pearl diving and Bedouin traditions.

Spectacular views to Burj Al Arab Jumeirah can be enjoyed from many of the large guest rooms and terraces, configured to adapt to guests' needs and accented with modern Arabian touches.



EXPERIENCE STORY

Home to one of the most recognizable shorelines in Dubai, Jumeirah Al Naseem is warm and inviting yet elegant and inspiring. It is a place where the rhythmic lapping of the waves wakes one up through a bedroom window left ajar, where the smell of jasmine is carried on a warm breeze across to your breakfast table. It is about freedom; freedom to tailor time, freedom for unexpected desert adventures, freedom to explore the old and the new Dubai and experience all it has to offer.

For varied family and couple experiences, Jumeirah Al Naseem’s 2KM of private beach allows guests to enjoy Dubai’s most pristine beaches. Boasting an adults only pool hosting famed Sugarmash restaurant, it leaves plenty of space for couples to relax overlooking the Burj Al Arab.

Al Naseem offers guests the opportunity to enjoy the latest water sports including new disciplines like Schiller bikes or Eclipse boats that make exercising by the water all the more fun and dynamic.

The award winning Talise Spa caters to Dubai residents and visitors with the most rejuvenating treatments and techniques, including Thai massage performed at the garden cabanas, a wellness massage at the sanctuary or even relaxing aromatherapy by the beach. Dedicated Yogis teach sunrise and full moon yoga right on the white sandy beaches of the resort.

Unlimited access and proximity to Wild Wadi Waterpark continues to be a favourite benefit for guests.



F&B STORY

A dining destination in its own right, Jumeirah Al Naseem's bars and restaurants follow the trail of the Arab Explorer, combining Mediterranean specialties with Middle Eastern spices.

Rockfish brings in seafood platters and tempting Gin trolleys to beach front glamorous diners who want to enjoy the most impressive views of the Burj Al Arab while dining al fresco.

Kayto showcases the exotic blend of Peruvian and Japanese cuisine known as "Nikkei". Chef Cristian Goya's innovative menu is complemented by a vibrant atmosphere, in house mixologist and stunning views of the ever iconic Burj Al Arab Jumeirah

Al Mandhar lounge is very much the hotel's hub attracting guests and local residents alike. Fresh lemonades and exquisite pastries are delight all palates throughout the day.

Sugarmash is the secluded, almost secret place to be for cocktails and ceviches at sunset, located right by the adults pool. The peaceful atmosphere is complemented beautifully by exciting views.

The Palmery is the contemporary all day diner where guests can indulge in lavish breakfasts before a day at the beach, and enjoy a long lunch with a wide variety of international dishes.

Delicious burgers and monster shakes are the specialty at Black Tap and the truffle risotto is unforgettable at Salvatore Ferragamo's Tuscan Il Borro. Flamingo's by Tashas adds a touch of creative and delicate cuisine, creating a real sense of variety to the resort's dining venues.



OUR GUEST

OUR AUDIENCE IS

- ❖ Current and future generation of leaders who like to explore.
- ❖ Individuals that have great taste and look for places that stimulate it
- ❖ Those who understand that elegance and simplicity work together
- ❖ High frequency travellers who recognise authenticity and what is of real worth.
- ❖ Local residents looking for a new sense of place, a resort within a resort that becomes the fabric of their Dubai story.



BRIEF POSITIONING STATEMENT

Jumeirah Al Naseem brings a new wave of vibrancy and sophistication to Madinat Jumeirah, naturally blending the authentic Arabic culture of today with the dynamism of Dubai.

Anchored on a seemingly endless stretch of private, pristine coastline; Al Naseem was designed to invite the outdoors in. It is a place where the rhythmic lapping of the waves combined with smell of jasmine and the warm breeze set the tone for guests to experience contemporary Dubai.

Conceived to be a modern expression of today's Dubai, Emirati art is displayed around the hotel, and guests are welcomed by a polished steel caravan of running camels on the hotel's grand entrance. Ceremoniously received by doorman who paves the way on to the lobby, guests are delighted by the stylish flower displays and understated décor in the lobby, revealing the effortlessly sophisticated stay they are about to enjoy- only seen in dreamy travel magazines.

Alluring and inviting yet elegant and inspiring, Jumeirah Al Naseem delivers the legendary Jumeirah brand promise to Stay Different, catching the attention of Dubai lovers and those who have yet to experience it.

Jumeirah Al Naseem, reassuringly familiar, refreshingly different.



POSITIONING STATEMENT – IN 50 WORDS

“

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Anchored on a seemingly endless stretch of private, pristine coastline; Al Naseem delivers the legendary Jumeirah brand promise to Stay Different in ways not yet seen.

Reassuringly familiar, refreshingly different.

”



POSITIONING STATEMENT - IN 10 WORDS

“

JAN, reassuringly familiar,
refreshingly different.

”



DIFFERENTIATORS



TURTLE LAGOON & DUBAI RE-ABILITATION CENTRE

Jumeirah Al Naseem houses a one-of-a-kind custom-built turtle lagoon to accommodate the critically endangered sea turtles cared for by the Dubai Turtle Rehabilitation Project.

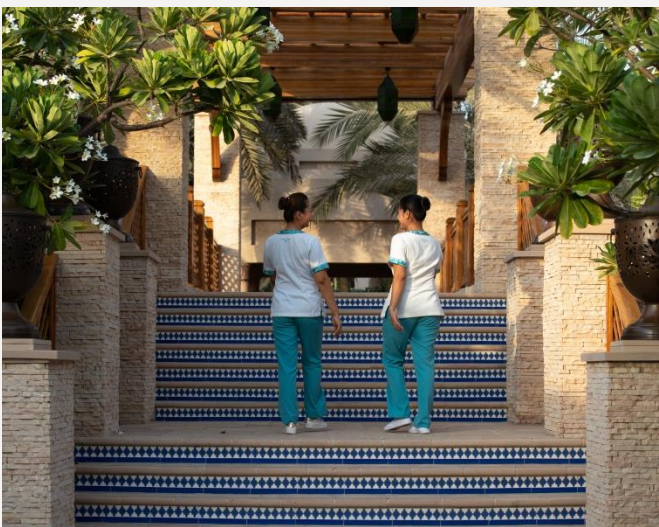
The sea fed lagoon is the last stop in the program, allowing the team to monitor the final stages of rehabilitation before the turtles are released back into UAE territorial waters.



2KM OF PRIVATE BEACH

Jumeirah lays claim to one of the most pristine and exclusive beaches in Dubai.

Guests have access to a full shoreline with crystal clear water, where to practice water sports, run, or take in the sun.



AWARD WINNING TALISE SPA

Well known all over the region, Talise Spa is Jumeirah's award winning brand. Talise Spa at Madinat Jumeirah is located amongst the soothing waterways.

A tranquil space where rejuvenation happens peacefully amongst Indian Jasmin flowers, guests enjoy over 20 treatment rooms, dedicated Yogis, garden and beach cabanas.

KEY STORY TELLING

The newest addition to Madinat Jumeirah, the Arabian resort of Dubai

Included in Conde Nast Traveler “Hot List” within its first year of opening

Configurable rooms that allow guests flexibility

Its own exclusive beach club, Summersalt

Ground floor rooms with private gardens and family rooms

Royal suite with private screening room

Contemporary sculptures and paintings by Emirati artist Matar bin Lahej

Welcome amenity chocolates by Dubai’s bean to bar chocolate makers Mirzam

Abayas by local fashion designer Slouchy’Z

Dining hot spot including glamorous Rockfish, Ferragamo’s Il Borro and New York City’s Black Tap

EMOTIONS/EXPERIENCES

ENAMORED

by the stylish flower pieces in the lobby

INFATUATED

by my dinner date for getting the best table at Rockfish

INSPIRED

by the Emirati art displayed in the hotel

EXCITED

to be seen at Summersalt by Dubai's coolest crowds

RELAXED

after a day in the adults pool

CAREFREE

strolling along 2KM of private pristine beach at sunset



EMOTIONS/ EXPERIENCES



