

A photograph of the Jumeirah Beach Hotel in Dubai, featuring a modern glass facade and a prominent white structure on the left. The hotel's name is visible on the building. The sky is clear and blue.

Jumeirah
BEACH HOTEL
DUBAI

FACT FILE
JUMEIRAH BEACH HOTEL

A RELAXED LUXURY FAMILY DESTINATION ON
DUBAI'S MOST FAMOUS PRIVATE BEACH



Jumeirah Beach Hotel



jumeirahbh



JumeirahBH





JASON HARDING

MANAGING DIRECTOR OF
JUMEIRAH BEACH HOTEL AND
WILD WADI WATERPARK

Jason Harding joined Jumeirah Beach Hotel and Wild Wadi Waterpark as Managing Director in March 2019 bringing a wealth of experience to the role, having worked in the luxury hospitality industry for 28 years, nine of which have been based in the UAE.

Jason's journey into hospitality began in 1991, working as part of the London Hilton Park Lane's engineering team as a Carpenter. In 1993, he started his own business offering building services to hotels before joining Café Royal, London in 1994 as Chief Engineer, overseeing the engineering and stewarding departments.

In the years that followed, Jason worked as Estates Manager at Bocket Hall in Hertfordshire, UK for two years with the responsibility for day to day operations of this 600acre estate. The role also included the project management of a £30 million refurbishment and development programme including the 40-room main hall, fine dining restaurant, golf club house and 18-hole championship golf course.

Jason's diverse experience continued to grow as he joined the Rocco Forte Hotels in 1999. Here he undertook various roles at properties across their portfolio during his 11-year career with them, including Director of Rooms at The Balmoral Hotel in Edinburgh and General Manager roles at Brown's Hotel, London, St David's Hotel & Spa, Cardiff and The Lowry Hotel, Manchester.

On relocating to Dubai, UAE, in 2010 Jason joined Emaar Hotels and Resorts, where he worked for four

years in General Manager and Regional General Manager positions, at properties including The Palace - Old Town and Armani Hotels and Resorts covering their Dubai and Milan properties.

Jason then went on to hold additional Area Director and Complex General Manager roles at Taj Hotels Resorts and Palaces and Marriott International. Jason's managerial experience is extensive, throughout his career he has been responsible for handling overall hotel operations and strategic direction, with proven results, as well as overseeing multi-million pound renovations.

His strong leadership skills and passion for delivering results is also clear, with his impressive record of growing profitability, improving guest satisfaction, increasing staff retention and delivering increased revenues, he is an invaluable asset to Jumeirah Beach Hotel and Wild Wadi Waterpark.

Jason studied at Cornell and Lausanne Universities and holds numerous industry certifications and been awarded a number of personal awards including Northern Hospitality Manager of the Year (UK2009), Rocco Forte Hotels - Manager of the Year (UK2000), Marriott International, Mustang Award for Special Achievement in 2018. Jason was also awarded Master Innholder's Membership and is a Freeman of the City of London since in 2007.

JUMEIRAH BEACH HOTEL

JUMEIRAH'S MOST CHERISHED BEACH RESORT



Hotel Overview

Considered one of the best family hotels in the world, Jumeirah Beach Hotel is Jumeirah Group's first hotel and one of its most iconic. Since opening in 1997 the five-star premier lifestyle hotel has helped shape and define Dubai's position as a leading tourist destination.

The 26-storey hotel continues to redefine the holiday experience with 599 sea-facing rooms and suites and 19 royal villas all with stunning views of the Burj Al Arab, more than 10 restaurants and bars, extensive conference and banqueting facilities. Amenities include a KiDs Club, a 360° lifestyle and wellness hub, comprising of Talise™ Spa, The J Club health club, and FIKA restaurant, and direct complimentary access to Wild Wadi Waterpark™ for all guests. The hotel was renovated from May - October 2018, covering all rooms & suites, the reimagining of several of its dining experiences and the redesign of its magnificent arrival atrium.

Having evolved from a classic beach resort into a contemporary relaxed five-star family destination, Jumeirah Beach Hotel's spirit of timeless fun has been retained, but the guest experience has been elevated to one of relaxed luxury.

Quick Facts

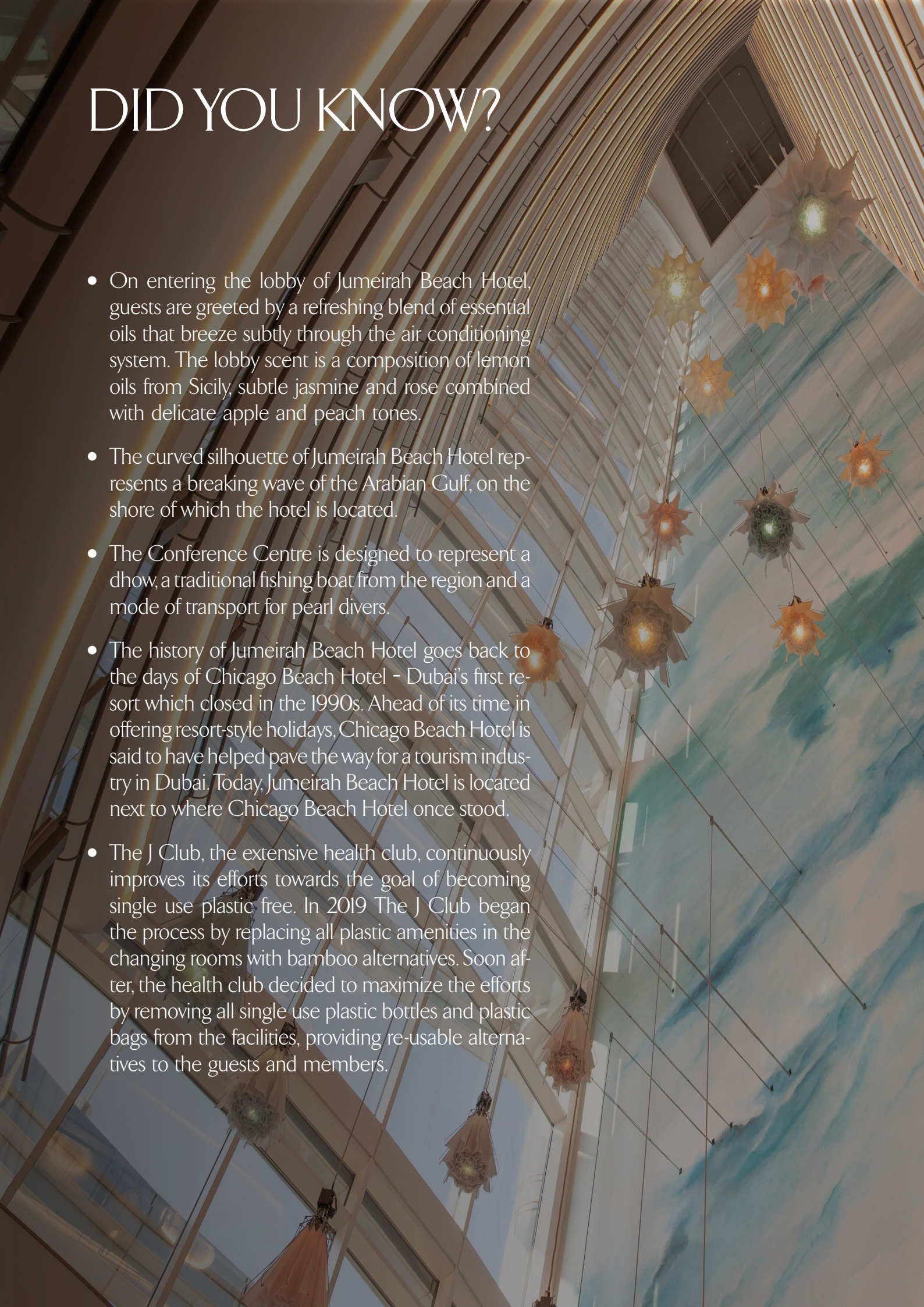
- **Name:** Jumeirah Beach Hotel
- **Location:** On Jumeirah Beach Road, adjacent to sister properties Burj Al Arab, Jumeirah Al Naseem, Jumeirah Mina A' Salam, Jumeirah Dar Al Masyaf and Jumeirah Al Qasr; 28kms from Dubai International Airport / 30 minutes by car.
- **Opening date:** November 1997
- **Last renovation:** Full renovation completed in 2018
- **Number of rooms:** 599 guestrooms
- **Number of dining and entertainment venues:** more than 10 restaurants

Connect

- **Instagram:** @jumeirahbh / @wildwadiwaterpark
- **Facebook:** Jumeirah Beach Hotel / Wild Wadi Waterpark
- **Website:** <https://www.jumeirah.com/en/hotels-resorts/dubai/jumeirah-beach-hotel/>
- **Common Hashtags:** #JumeirahBH / #WildWadi
- **PR Contact:** sophie.ryan@jumeirah.com
- **WeChat:** @Jumeirah_Group

DID YOU KNOW?

- On entering the lobby of Jumeirah Beach Hotel, guests are greeted by a refreshing blend of essential oils that breeze subtly through the air conditioning system. The lobby scent is a composition of lemon oils from Sicily, subtle jasmine and rose combined with delicate apple and peach tones.
- The curved silhouette of Jumeirah Beach Hotel represents a breaking wave of the Arabian Gulf, on the shore of which the hotel is located.
- The Conference Centre is designed to represent a dhow, a traditional fishing boat from the region and a mode of transport for pearl divers.
- The history of Jumeirah Beach Hotel goes back to the days of Chicago Beach Hotel - Dubai's first resort which closed in the 1990s. Ahead of its time in offering resort-style holidays, Chicago Beach Hotel is said to have helped pave the way for a tourism industry in Dubai. Today, Jumeirah Beach Hotel is located next to where Chicago Beach Hotel once stood.
- The J Club, the extensive health club, continuously improves its efforts towards the goal of becoming single use plastic free. In 2019 The J Club began the process by replacing all plastic amenities in the changing rooms with bamboo alternatives. Soon after, the health club decided to maximize the efforts by removing all single use plastic bottles and plastic bags from the facilities, providing re-usable alternatives to the guests and members.







EDITORIAL INSPIRATION

LOBBY AND PUBLIC AREAS

The contemporary and yet still welcoming interior of Jumeirah Beach Hotel lobby marks the start of a beautifully curated experience that flows from check-in, to beachfront dining, right through to comfortable beds resulting in a peaceful night sleep.

Firstly, guests are welcomed by a beautifully bright open space with prominent views of Burj Al Arab, the Arabian Gulf and of course Jumeirah Beach Hotel's own private beach.

The lobby itself has been designed to allow a more comfortable guest arrival, resulting in a generous and welcoming space. Alongside a beautifully lit wall with tie-dye wave effects to frame the space of the Reception and Concierge spaces, there is a wooden dhow plant/flower feature, as well as curved gold desks at which guests will start their seamless check-in experience, and Bianco V Crema (elegant white) marble flooring, reflecting the serenity of being beachside.

When looking up into the 100m high

atrium, guests will be greeted by a kinetic display of lights called 'The Meadows', that resemble upside down flowers blooming in the sun, creating a unique botanical and artistic experience (Created by Studio Drift, a Dutch Studio).

The supporting columns in the lobby feature tiny glass beads that create a quartz effect by reflecting light in all directions. Maya Romanoff, the largest manufacturer of handcrafted wallcoverings in the United States, has also custom designed the dazzling glass patterns that cover the surrounding walls.

GUEST ROOM AND SUITES

All the 599 guest rooms and suites have been designed with the calmness and serenity of the Arabian Gulf in mind. Inspired by the natural colours of the sea with subtle tones of blues and beiges (i.e. waves and sand), the rooms have chagrin leather covered furniture, a flooring design that resembles water rippling over sand and walls covered with both real stone wallpaper and reflective materials, giving

them a stunning shimmery effect.

The rooms are generous in size (starting from 50 square metres across 11 different categories) and have large seating areas and walk-in showers and/or baths. They all have floor-to-ceiling glass windows which offer direct sea views of the Arabian Gulf and Burj Al Arab, as well as unique seating areas for the perfect nook from which to enjoy spectacular views.

All rooms have HYPNOS beds (that come complete with a Royal seal of approval from the Queen of England), presented with 400 thread count bedding to ensure the family's complete relaxation after a busy day at the KiDS Club, the pool or the beach.

All Ocean Family Deluxe rooms also feature Murphy beds where the little and not so little can still enjoy a relaxing night's sleep without compromising on space.

The rooms are also completed with a series of indulgent amenities such as luxurious toiletries, and a selection of bath experiences.



REIMAGINED FOOD & BEVERAGE EXPERIENCES

The local community and the hotel guests can enjoy favourites such as Dhow & Anchor, La Parrilla and Uptown Bar, and be delighted by Villa Beach, Beachcombers and Ocean Blue, a trio of destination restaurants that celebrate and accentuate the hotel's beachside location.

At the heart of the hotel, guests can dine at Kitchen Connection and Pearl Lounge, framed by the views of the Arabian Gulf and Burj Al Arab Jumeirah.

Located on the ground floor of Jumeirah Beach Hotel, Kitchen Connection offers an international buffet with an array of live stations. The restaurant features floor-to-ceiling windows overlooking the ocean, where guests can enjoy a variety of cuisines and choose their favourites, from vegan and healthy options to guilty treats, and everything in between.

Pearl Lounge is located in the ground level as a continuation of the lobby, and features a magnificent ceiling centrepiece recreating a fisherman's net and an expanded outdoor terrace with views of Burj Al Arab. This lobby lounge serves gourmet sandwiches, delicious tartines and a pearl inspired afternoon tea.

A recent addition to the hotel's food and

beverage scene, and located next to The J Club, Fika offers guests the opportunity to enjoy a "healthy indulgence". With a focus on fresh, seasonal, and responsibly sourced ingredients, the menu features food that "nourishes the body, mind, and soul".

ALL THINGS FAMILY AND LEISURE

As a family resort, finding new and exciting ways to keep the children entertained is a very important part of the guest experience.

Fully renovated in 2017, the KiDS Club provides a range of supervised activities for children aged between 2-12 years. As a guest of Jumeirah Beach Hotel, children receive daily complimentary entry from 8.00am to 8.00pm daily. Activities ranging from sports and aqua activities to face painting, movies and crafts all take place within the resort and are fully supervised by the trained and qualified staff. The focus of any seaside family holiday, the main stretch of beach is complemented by the main leisure pool and the swim up pool bar.

As well as the beach and pools, other facilities include luxurious private beach cabanas with service buttons and 'do not disturb' options, a Beach Spa service and retail hut, a beach activity centre with games such as table tennis, foosball, billiards, snookball and

board games, pool and sea inflatables and a variety of amenities such as detox shooters, ice lollies, and sunglass cleaning.

To complement the facilities The J Club, the health club at Jumeirah Beach Hotel, offers six tennis courts with coaching available. Those with access to the Executive Pool and Beach will also be served by their own Tanning Butler.

COMPLIMENTARY WILD WADI WATERPARK™ ACCESS

All guests of Jumeirah Beach Hotel (and indeed all Jumeirah hotels) can enjoy unlimited, complimentary access to Wild Wadi Waterpark™ through a private entrance in the resort. With 30 rides and attractions for all the family, including the 32 metre high near-vertical drop thrill ride, Jumeirah Sceirah, Wild Wadi Waterpark™ is a family favourite with hotel guests, tourists and UAE residents.



DESIGN AND EXTERIOR

Designed by architectural firm WS Atkins, the 26-storey Jumeirah Beach Hotel took three years to build. The distinctive and dynamic wave-shaped design and long layered façades represent a wave swelling and breaking. Curved both in plan and on elevation, the elliptical corridors inside the hotel mean each room and suite offers views out to sea. Standing 93 metres high and 275 metres long, the exterior of the hotel was constructed from aluminium and blue plated glass, giving it an almost surreal, cool finish.





INTERIORS AND DECOR OVERVIEW

Jumeirah Beach Hotel offers 599 sea-facing rooms and suites, and 19 royal villas. Luxuriously furnished, the rooms and suites range in size and configuration, from the 50sqm Ocean Deluxe Rooms up to the two spacious Presidential Suites (114sqm and 218sqm).

The rooms and suites are complemented by the 19 Beit Al Bahar Royal Villas, which include 13 two-bedroom villas (112sqm) and six one-bedroom villas (79sqm).

Set within the grounds of Jumeirah Beach Hotel, this tranquil cluster of villas, whose name means 'villas by

the sea', offer a highly personalised service in luxurious surroundings. The one and two-bedroom Beit Al Bahar Royal Villas offer a private terrace, a plunge pool overlooking a private garden and the Arabian Gulf, a 24-hour butler service, aromatherapy menus, fine bed and bath linens, and the latest in-room technologies. The decor blends elements of Arabia with a comforting colour palette and contemporary furnishings. The generous living-rooms, high wood-beamed ceilings, plush bedrooms and sunken bathtubs are just some of the exceptional features found in the 19 Beit Al Bahar Royal Villas.

DINING AND ENTERTAINMENT



DHOW & ANCHOR

Boasting a large terrace area with a fully-fitted bar and unforgettable views of Burj Al Arab, this award-winning British gastropub serves contemporary British cuisine in a casual setting. Traditional pub favourites such as fish and chips and a daily roast are served alongside a wide range of hops as well as live screening of major sporting events.

LA PARRILLA

Located on the 25th floor, La Parrilla is an award-winning Latin American Restaurant. Sizzling meats, authentic Latin American dishes, and spectacular views make this restaurant a gastronome's paradise.

KITCHEN CONNECTION

Kitchen Connection's international buffet offers a diverse cuisine with fresh fish, meat and a variety of homemade pastas prepared at live cooking stations. Round off every meal with an array of desserts, including

a chocolate fountain, which is always popular with kids and adults alike. Also, experience a new selection of gourmet theme nights that offer cuisines ranging from traditional Mexican comfort food and exotic Indian favourites.

BEACH LOUNGE

A sensational spot for scenic sundowners or an after-dinner digestif, Beach Lounge is situated in front of Villa Beach restaurant, at the foot of the Burj Al Arab. With a menu offering refined Andalusian-style tapas, Beach Lounge comprises a variety of seating options to watch the sunset. Enjoy shisha service daily at this idyllic beachside venue.

BEACHCOMBERS

A la carte dining options infused with Far Eastern flavours, Beachcombers is an informal, easygoing Pan-Asian restaurant. Guests can dine indoors or on the deck overlooking the beach and Burj Al Arab.



OCEAN BLUE

This al fresco restaurant is set overlooking the hotel's private beach and Burj Al Arab. It offers relaxed Surf House style dining with light bites and refreshing coolers. Enjoy shisha service daily at this relaxed outdoor terrace.

CREATIONS CAKERY

This delightful patisserie offers guests an innovative selection of bespoke cakes, bakes and breads - all of which are prepared by the highly skilled pastry chefs at Jumeirah Beach Hotel.

PEARL LOUNGE

Escape the hustle and bustle of Jumeirah Beach Hotel at this spacious lobby lounge. Offering freshly brewed coffees and a selection of teas, pastries and sandwiches for either a light bite or afternoon tea, Pearl Lounge is a quiet space to retreat for a morning meeting, midday snack or evening get-together with the whole family.

UPTOWN BAR

Located on the 24th floor of Jumeirah Beach Hotel, this elevated cocktail bar with its spacious terrace provides spectacular views of the stunning Burj Al Arab and Dubai's striking skyline. The extensive drinks menu complements the sophisticated setting.

VILLA BEACH

Perfectly positioned on the beachfront, opposite Burj Al Arab, Villa Beach offers an intimate dining experience with fresh Italian dishes, served moments away from the water.

FIKA

Located next to The J Club health club, and inspired by the Swedish practice of taking time out of the day to enjoy a steaming cup of coffee or a tasty bite, FIKA offers a menu of "healthy indulgences". Focusing on fresh, seasonal, and responsibly sourced ingredients, this outlet offers its guests dishes that will "nourish the body, mind, and soul".



WELLNESS

Jumeirah Beach Hotel offers its guests a lifestyle and wellness hub set to become the premium in the region. With the luxurious Talise™ Spa, The J Club, the wellness and fitness centre, and FIKA, a dining concept serving virtuous dishes with a hint of indulgence.

Inspired by its proximity to the ocean, the new Talise Spa features a menu of specialised treatments and exclusive products that have been sourced to aid the retreat from everyday life into an oasis of serenity.

Dedicated to delivering genuine results, the highly skilled team at Talise has singled out a collection of prestigious brands and exclusive products. Aromatherapy Associates, a range guided by a holistic philosophy, Ling New York, which taps into Asian beauty secrets, and marocMaroc, which features a collection of reinterpreted ancestral

beauty customs with modern formulas for Hammam treatments, are among the luxurious collections that guests can take advantage of.

The spa also features IISKIN, a revolutionary brand straight from London's renowned Harley Street by cosmetic surgeon, Dr. Yannis Alexandrides. Leveraging over 20 years of surgical experience, Dr. Yannis curated advanced medi-spa products for precision skincare treatments, to protect, heal and restore courtesy of IISPA/CLINIC.

With a menu that offers bespoke treatments to soothe the body and soul, Talise Spa has something for every wellness need. From the signature collection, the "Journey of Senses" is the perfect choice for a truly relaxing experience, whilst for those who seek the healing power of CRYO therapy, the menu features the Elite IICRYO Collection,



enriched by the specialised products by IISKIN. This bespoke collection includes focused treatments and stimulating sport massages, scientifically proven to release tension and revive muscles.

The facilities, situated on the first floor of Jumeirah Beach Hotel, feature 1,200 sqm dedicated to soothing the senses, with ten treatment rooms crowned by the VIP double suite with en-suite Hammam area. Each detail of the design was inspired by the calm sensation of waves on the seashore, forming graceful lines and soothing spaces to draw guests into their personal haven. Here, visitors may take advantage of the luxurious spa facilities, framed by subtle tones of beige and beautiful white marbles, or choose to relax post-treatment on the stunning spa terrace, overlooking the ocean.

To complement the spa, The J Club is open to guests staying at Jumeirah Beach Hotel as well as private members. The health club features a spacious 1,000sqm in-door work-out space with best-in-class equipment and technology. The J Club also offers three dedicated group exercise studios, six tennis courts, three squash courts, a lap pool and an outdoor gym.

With an extensive and beautifully designed outdoor terrace, and just a few moments away from Talise™ Spa and The J Club, FIKA gives diners the opportunity to enjoy a healthy meal. The concept is inspired by the Sweddis practice of taking time out of the day to indulge in a tasty bite or a steaming cup of coffee. With a focus on refined, wholesome cuisine, FIKA serves up virtuous dishes with a hint of indulgence.



LEISURE

Jumeirah Beach Hotel epitomises the relaxed luxury family travel experience. Its five external swimming pools located around the hotel's landscaped grounds, include: the main leisure pool featuring a walk-in Jacuzzi, chilled plunge pool and submerged airbeds with a swim-up pool bar; a family pool surfaced in synthetic rubber with a walk-in 'beach' effect and water slide; a shaded shallow children's pool with water play equipment; a 25m lap pool; and the Executive pool, complete with a decking area of 290 sunbeds and 22 gazebos.

Jumeirah Beach Hotel also offers direct, complimentary access to Wild Wadi Waterpark™ for guests via a private entrance located within the hotel. Themed around the tale of

Juha, a known character from the Arabian folklore, the waterpark is home to 30 rides and attractions, including a lazy river, racing slides and the Thomas Lochtefeld-designed surfing experience, WipeOut.

Guests at Jumeirah Beach Hotel can also enjoy the hotel's private beach overlooking Burj Al Arab. The 2km shoreline is the perfect place to soak up the sun while spending some quality time with friends or family, or participate in a variety of water sports, including sailing, waterskiing, windsurfing, kayaking, wakeboarding and banana boating. Fully qualified staff are on hand to assist in many of the activities, including tennis, squash and water sports.



VENUES FOR HIRE

Jumeirah Beach Hotel features an outstanding portfolio of flexible meeting facilities. Here are some of the hotel's event space highlights:

- **Conference Centre:** The stand-alone Conference Centre is located in front of the hotel and boasts a number meeting rooms and lobby areas for both large-scale and small events.
- **Events Arena:** Jumeirah Beach Hotel offers a range of exquisite outdoor venues including the 3,800sqm Events Arena. Situated on the main beach of the hotel, overlooking the Arabian Gulf and Burj Al Arab, the venue can accommodate up to 2,500 guests for a stand-up cocktail reception or 1,500 for a seated function.
- **Meeting Rooms:** Located on the first floor of the Conference Centre, the eight Marasi meeting rooms can be configured to suit each guest's individual requirements.
- **Sundeck Level 2:** As the name suggests this outdoor venue is located on level two of the hotel and is the ideal venue for gatherings, receptions or intimate soirées. Offering exceptional views of Burj Al Arab as well as the hotel's pools, garden and beach, the venue spans 850sqm.
- **Safinah Ballroom:** This elegant 1,332sqm space is located on the ground floor of the Conference Centre. With beautiful décor and capacity for up to 1,500 guests for a lavish cocktail reception or 900 for a seated function, this flexible space can be divided into four individual areas.
- **Lobby Areas:** Shams and Qamar Lobby are two bright and spacious lobbies located at either end of the Conference Centre. Named after the Arabic word for sun (Shams) and the moon (Qamar), each lobby features high ceilings and an open space that can be configured to suit individual requirements.
- **Sunset Garden:** This 600sqm al fresco space boasts beautifully landscaped grounds and breathtaking views of Burj Al Arab.
- **Boardrooms:** With room for up to 16 guests, the three executive boardrooms - the Dana, Rubaan and Jumanah rooms - are located on the first floor of the Conference Centre. The rooms feature permanent conference tables; built-in ceiling screens and projectors are also available.



KIDS CLUB

With activities ranging from aqua fun and face painting to movie time and craft making as well as a range of sports activities for older kids - there is something for everyone at the KiDs Club.

Designed with an underwater theme, the KiDs Club has a Family Jungle Gym with three floors in the form of an Octopus, a giant whale hanging in the middle of the room, a number of trampolines, a yellow submarine complete with Lego and an interactive game zone, not to mention the Splash Pad right outside.

With its 1,178 square metres of total play, chill and swim areas, the Club is designed not only to meet international child care standards but also to ensure that your children have lots of fun and enjoy the extensive play areas and both indoor and outdoor activities.



CLUBS AND LOUNGES

The exclusive Club Executive is for adults only. Complimentary for guests who book one of the hotel's Club Rooms or Suites, exclusive benefits include access to the Executive Pool and beach, and a dedicated reception area. The Club Executive Lounge, located on the 24th floor overlooking the Arabian Gulf and Burj Al Arab, is ideal for business travellers in need of a quiet place to work, relax or make some all-important calls.

The family-oriented Premium Leisure Club is available for guests with children staying in one of Jumeirah Beach Hotel's Club Rooms or Suites. Complimentary benefits include access to the Executive Pool and beach, and complimentary breakfast and afternoon tea service. The exclusive Premium Leisure Club Lounge is built over two floors and features a dedicated reception area, Internet room and spacious outdoor seating. Beside the lounge, which is located on the ground floor, is a dedicated entrance to Wild Wadi Waterpark™.



RECENT AWARDS & ACCOLADES

2019

World Travel Awards 2019

Middle East's Leading Family and MICE Hotel 2019

Prime Traveler Awards 2019

Best Family Hotel

Travel + Leisure India's Best Awards 2019

Best Luxury Resort

The Mother, Baby & Child Awards 2019

Family-Friendly Hotel of the Year

2018

World Travel Awards 2018

Middle East's Leading Family and MICE Hotel 2018

Jumeirah Beach Hotel

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