

Jumeirah launches the first phase of its new website

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Jumeirah, the Dubai based luxury hotel management company, has recently launched the first phase of the Group's brand new website, which incorporates the latest online technology and innovative design.

Direct online bookings are a key focus for Jumeirah Group going forward and the new website will enable online restaurant bookings for all Jumeirah restaurants in Dubai (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>) It will also enable Sirius (the Group's loyalty programme) cardholders to earn, spend and redeem points online through a variety of means, including a unique new facility to instantly book room nights at a number of Jumeirah destinations (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/>).

The content of the new website is user-generated, including video and rich media, with implicit and explicit recommendations. It also incorporates online membership, live destination guides of each city, avatars of colleagues, a new careers site, itinerary planners and wish lists for guests.

The website has been designed to grow with the company and as more properties open in the future, the website will continue to grow and develop, which will be made possible by the new 'back end' system.

Terry Kane, Director of Digital Strategy at the Jumeirah Group, said: "The new Jumeirah website has three very simple principles; to generate direct revenue for the company while benefitting the guest by offering attractive rates and packages; to be simple, easy to use and offer a tantalising glimpse into what the Jumeirah experience offers and finally, to exclusively represent one of the world's most luxurious brands online."

Apo Demirtas, Chief Sales and Marketing Officer at Jumeirah, added: "We are extremely pleased with the new website, which represents all of the Jumeirah brands and hotels under one umbrella. The new Jumeirah.com will bring us closer to our guests while demonstrating our continued commitment to stay different online."

Expansive research on social networking and Web 2.0 applications has been completed and the next phase of Jumeirah.com promises to offer another first for the hospitality industry and the online user. The second phase of the website is scheduled for completion within the next six months and will see even more developments to the functionality and look and feel of the site, with even more intuitive, personal and engaging technology to be introduced.

About Jumeirah (<http://www.jumeirah.com/>) Group:

Jumeirah Hotels & Resorts are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The Dubai-based luxury international hotel management group encompasses the world renowned Burj Al Arab (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/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 in New York.

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

Jumeirah has extensive expansion plans to grow its portfolio of luxury hotels and resorts into key gateway or letterhead cities and aspirational resort destinations worldwide. Currently, the Group has several luxury five-star properties under development in the United Arab Emirates, Jordan, Qatar, Oman, Bahrain, Kuwait, Maldives, Bali, Thailand, China, Argentina, Spain, England, Scotland and the US Virgin Islands. In 2009, the Group is eagerly anticipating the grand opening of Jumeirah HanTang Xintiandi in Shanghai, Jumeirah's first hotel in the Asia Pacific region.

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