

# Jumeirah launches new video featuring US Open golf champion Rory McIlroy

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Jumeirah, the Dubai-based luxury hotel company, has launched a new video that features professional golfer - and Jumeirah's global brand ambassador - Rory McIlroy at its Burj Al Arab hotel. The video also showcases the luxury Jumeirah skyscraper hotel in Dubai, which is a celebrated tourist destination for golfing enthusiasts.

The latest Burj Al Arab video shows the Northern Irish winner of the US Open, Rory McIlroy (<http://www.jumeirah.com/en/Jumeirah-Group/About-Jumeirah-Group/Sponsorship-and-events/Rory-McIlroy/All-About-Rory/>), enjoying some practise swings on the helipad of the iconic Dubai structure against a scenic backdrop of coastline and the Madinat Jumeirah resort.

The video not only presents Rory McIlroy's exceptional golf skills - the pro scores an effortless hole-in-one - but also showcases the iconic Burj Al Arab hotel and its unique coastal setting. From a bird's eye view, the video offers glimpses of the long stretch of white-sanded beach and crystal clear waters that sit on the doorstep of the Burj Al Arab.

The Burj Al Arab is frequently hailed as the most luxurious hotel in the world, and its distinctive exterior is one of the most photographed structures today. The impressive billowing sail-shaped hotel in Dubai (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>) stands at 321 metres tall and dominates the city's skyline.

Guests to the hotel can check in to any of the 202 luxury hotel suites and indulge in unparalleled opulence. Each of the rooms is sumptuously decorated, with exquisite furnishings and inviting Jacuzzi baths.

Encapsulating all the grandeur of the Arabian Gulf, Burj Al Arab is known for its world-class customer service. From the moment guests arrive, round the clock butlers attend to their every need. From Rolls Royce chauffeuring and helicopter tours to indulgent spa treatments and state-of-the-art fitness facilities, Burj Al Arab offers visitors an experience of luxury unlike any other. In the evening, guests can relax and entertain in one of the many sophisticated bars and restaurants within the hotel.

About Jumeirah:

Jumeirah Group, the Dubai-based luxury hospitality company and a member of Dubai Holding, operates a world-class portfolio of hotels and resorts, including hotels in London (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>) and a hotel in New York (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/New-York/>).

Jumeirah's portfolio also includes: Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah, and Jumeirah Zabeel Saray; Jumeirah at Etihad Towers in Abu Dhabi; Jumeirah Carlton Tower and Jumeirah Lowndes Hotels in London; Jumeirah Essex House Hotel in New York; Jumeirah Himalayas Hotel in Shanghai; and Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives.

Jumeirah Group also runs the luxury serviced residences brand Jumeirah Living; the spa brand Talise; Jumeirah Restaurants; Wild Wadi Waterpark; The Emirates Academy of Hospitality Management; and Sirius, its global loyalty programme.

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