

Jumeirah Grand Hotel Via Veneto hosts Rory McIlroy

Submitted by: pr-sending-enterprises

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Jumeirah Group, the global luxury hotel company and member of Dubai Holding, recently hosted its global brand ambassador, golfer Rory McIlroy, at the Jumeirah Grand Hotel Via Veneto in Rome.

The Jumeirah team in Rome treated Rory to an old-fashioned tour of The Eternal City on a classic Italian scooter. Rory's day in Rome included stopovers by must-see tourist areas, all located within short distance of Jumeirah Grand Hotel Via Veneto, such as the Colosseum, the Trevi Fountain, the Spanish Steps and Villa Borghese, where Rory had a chance to hit a few golf balls. A short video was filmed to document the highlights of Rory's ride through Rome.

Whether for business or leisure, travellers can also have a taste of Jumeirah in Rome thanks to a special package offered by Jumeirah Grand Hotel Via Veneto. Until 30 September 2012, guests of the hotel can take advantage of a "Book 3 nights and pay 2" summer package.

Located in the heart of Rome on the exclusive via Veneto, Jumeirah Grand Hotel Via Veneto is the union of two 19th century historical buildings in the city centre. While the hotel's façade is protected by Rome's Fine Arts Authority, the interior design of the hotel is defined by timeless elegance embodied by handmade furniture inspired by Ruhlmann, the father of 1920s Art Deco.

Custom-made Murano glass chandeliers, black granite floors and travertine stairways complement the sleek wood furniture throughout the hotel. Jumeirah Grand Hotel Via Veneto hosts an impressive art collection of oil paintings and lithographs by legendary artists such as Burri, Carrà, Dalí, Miró and Picasso, taking guests and visitors on a fascinating journey through contemporary art.

Jumeirah Group has sponsored Rory McIlroy from the very first year he turned professional in 2007. Spotting his prodigious talent early on, Jumeirah invested in the young golfer's career and has followed it with great passion ever since. Rory recently reclaimed the top spot of the Official World Golf Rankings by winning the PGA Championship in the US with a record eight strokes.

In addition to Jumeirah Grand Hotel Via Veneto in Rome, Jumeirah Group has opened four luxury hotels in Europe in the past 12 months - Jumeirah hotel in Frankfurt (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Frankfurt/Jumeirah-Frankfurt/>) (Germany), Pera Palace Hotel, Jumeirah in Istanbul (Turkey), Jumeirah Port Soller Hotel & Spa in Mallorca (Spain), Jumeirah Grand Hotel Via Veneto in Rome (Italy) and Grosvenor House Apartments by Jumeirah Living on Park Lane in London (UK). The company has also launched two new Maldives hotels (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Maldives/>) and resorts and properties in Shanghai, Abu Dhabi and Dubai.

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About Jumeirah Group:

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 Dubai

(<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>), London hotels (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>) and a Mallorca hotel (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Mallorca/Jumeirah-Port-Soller-Hotel--Spa/>). Jumeirah Hotels & Resorts includes Jumeirah at Etihad Towers in Abu Dhabi; Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt in Germany; Jumeirah Grand Hotel via Veneto in Rome; Pera Palace Hotel, Jumeirah in Istanbul and Jumeirah Essex House in New York. 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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