

Jumeirah Hosts part of UK X Factor in Dubai

Submitted by: pr-sending-enterprises

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Jumeirah, the global luxury hospitality group, is pleased to announce that it was the host of a segment of the UK's biggest TV show, The X Factor.

Judge Nicole Scherzinger and her guest judge Ne-Yo stayed at the Ottoman inspired luxury Dubai resort (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/Jumeirah-Zabeel-Saray/>), Jumeirah Zabeel Saray, on Palm Jumeirah as part of the Judges' Homes section of the show, which is the UK's most popular TV series.

TV presenters Dermot O'Leary and Caroline Flack joined them at the resort where they filmed various scenes with contestants.

Nicole and Ne-Yo's arrival scene was filmed at the Pavilion Marina, Jumeirah Beach Hotel, where some hotel guests were given the rare opportunity of meeting the stars following filming.

Film locations include the Voi and Al Nafoorah restaurants, the beach and lagoon residences, the Grand Imperial suite and Talise Ottoman Spa.

The Pavilion Marina at Jumeirah Beach Hotel provided the location for the 'Judges Arrival Scene'.

More details of the event and behind the scenes images of the celebrities will be released following its broadcast on UK television channel ITV1 on 28th September 2012 7.30pm GMT. More footage of the event can be seen on The Xtra Factor, on ITV 2 (various times - to be communicated.)

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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. Jumeirah Hotels & Resorts includes Jumeirah at Etihad Towers in Abu Dhabi; Burj Al Arab, Jumeirah Beach Hotel, Jumeirah Creekside Hotel, Jumeirah Emirates Towers, Jumeirah Zabeel Saray and Madinat Jumeirah hotels in Dubai (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/Dubai/>); Jumeirah Dhevanafushi and Jumeirah Vittaveli in the Maldives; Jumeirah Himalayas Hotel in Shanghai; Jumeirah Frankfurt in Germany; Jumeirah Grand Hotel via Veneto in Rome; Jumeirah Port Soller Hotel & Spa in Mallorca, Spain; Pera Palace Hotel, Jumeirah in Istanbul; Jumeirah Carlton Tower and Jumeirah Lowndes five star hotels in London (<http://www.jumeirah.com/en/Hotels-and-Resorts/Destinations/London/>) 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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