

IN-STORE

Four Seasons' Middle East expansion continues with Dubai opening

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Four Seasons' Jumeirah Beach property

By STAFF REPORTS

Four Seasons Hotels & Resorts is now taking reservations for its first United Arab Emirates property in Dubai at Jumeirah Beach.

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The property's opening, with arrivals beginning in December, is part of Four Seasons' expansion plan further into the Arabian Gulf area. In addition to its property in Doha, Qatar, the hotelier plans to extend its regional offerings with properties in Bahrain, Oman, Kuwait and locations in Abu Dhabi and a second Doha hotel.

Welcome to Dubai

Four Seasons Resort Dubai at Jumeirah Beach is located minutes away from the Dubai International Airport and key business and tourist hubs in the city, making it ideal for affluent travelers.

The hotel's five floors make the Four Seasons comparatively lower than its surrounding high rises to keep the property's aesthetic in line with the surrounding coastal community, which has been compared to Beverly Hills, CA.

Four Seasons chose a design that includes Arabic accents that highlight Spanish-

Mediterranean architecture with colors and textures inspired by the natural shorefront lining the hotel's 14-acre grounds.

The property's 237 guest rooms and suites overlook the city's skyline and the world's tallest building, the Burj Khalifa. Inside, rooms are outfitted with Four Seasons' customizable mattresses and marble flooring and comfortable seating area.



Guest room at Four Seasons' Jumeirah Beach property

Amenities include three swimming pools, two of which are outdoors with nearby cabanas, a 7,600 square foot spa, a 8,050 square foot fitness center, an events space and beachfront activities. The property also includes five restaurants and lounges and five independently-operated venues on-site.

Guests who book before Sept. 30 can take advantage of special introductory offers for bookings between Dec. 1 and Feb. 28.

Luxury hotel brands are also looking to expand outside the Middle East.

Starwood Hotels and Resorts is responding to growing brand affinity in China with additional properties catering to the country's many affluent consumers. Four properties in its luxury sector will open by the end of 2014, in addition to 16 other properties in its larger portfolio ([see story](#)).

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