

IN-STORE

St. Regis plans fifth UAE opening for Palm Jumeirah island

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Rendering of the top floors of The Palm Tower, including the rooftop pool, observation deck and restaurant

By STAFF REPORTS

Starwood Hotels & Resorts has inked a deal with Dubai, United Arab Emirates developer Nakheel to open a St. Regis hotel within its mixed-use building The Palm Tower.

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The St. Regis Dubai, The Palm will be part of the 52-story luxury development at the center of Palm Jumeirah Island. Once St. Regis opens at The Palm in 2018, Dubai will become the first city globally to boast three of the brand's hotels, a testament to the increasing importance of the UAE as a luxury market.

Hi-rise hospitality

The St. Regis Dubai, The Palm will house 289 guest rooms and suites within the first 18 floors of the tower. Upper floors will house 504 apartments in The Palm Tower Residences.

Taking advantage of the lofty structure, the hotel will include an infinity swimming pool on the 50th floor with 360-degree views and a restaurant on the 51st level overlooking the city.



Rendering of The Palm Tower

The tower will be connected to the new 4.4 million-square-foot Nakheel Mall, which features 350 stores, 12 restaurants, a Vox Cinema, a medical center and fitness complex.

St. Regis entered the Middle East with The St. Regis Saadiyat Island Resort, Abu Dhabi in 2011. It has expanded its presence in the region with a location in Doha, Qatar as well as other properties in Abu Dhabi and Dubai, including one catering specifically to polo ([see story](#)).

The hotel brand's parent company Starwood has been rapidly adding properties to its portfolio, particularly in nearby Asian nations.

Starwood Hotels & Resorts is expanding its presence in Asian markets to capitalize on emerging regions and expand its services.

In 2015, Starwood added nine hotels to its South Asian portfolio and has plans for 16 more, particularly in India. South Asian countries are developing rapidly, meaning both business and pleasure tourism from the West and within the region will likely increase with income and purchasing power ([see story](#)).

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