

TRAVEL AND HOSPITALITY

## Cruise ship QE2 opens as floating hotel in Dubai

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*The QE2 is now permanently docked in Mina Rashid. Image credit: PCFC Hotels*

By STAFF REPORTS

Dubai hotel company PCFC Hotels has invested \$100 million into turning legendary British cruise ship The Queen Elizabeth 2 into a floating hotel.

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After nearly a decade of sitting in a dock in Dubai out of service, the cruise ship is finally opening to the public as PCFC Hotels has converted it into a permanent fixture. The QE2, as the liner is commonly called, had a long history as a cruise ship and now begins new life as a hotel.

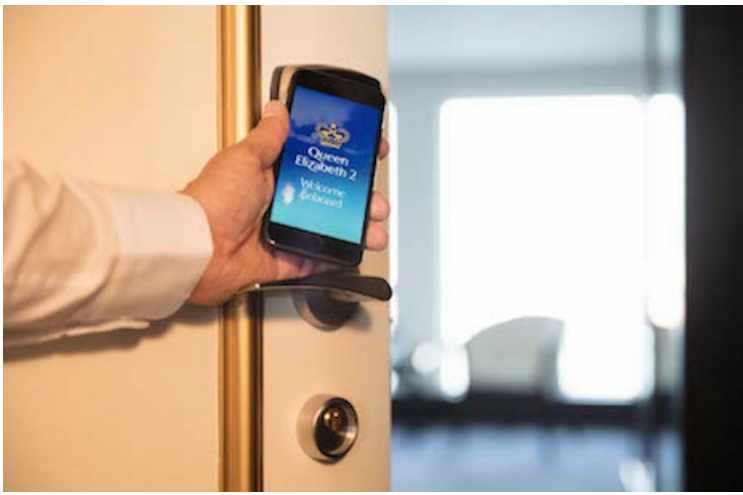
### Floating hotel

After decades of service as an ocean liner, the QE2 was bought by Dubai World from Cunard in 2008 with the intention of turning it into a floating hotel.

After 10 years languishing in a dock in port Mina Rashid, a \$100 million investment has finally seen the ship renovated and outfitted to begin acting as a floating hotel.

Much of the ship's new look and feel was based on previous designs. For example, the theater, carpets and even the menus have been fixed up to be reminiscent of the cruise ship's original look while still feeling modern.

The ship has more than 1,300 rooms going for up to \$15,000 per night. The interior has been decorated with original portraits of Queen Elizabeth II and Samuel Cunard as well as new portraits of rulers from the United Arab Emirates.



*The floating hotel will be entirely accessible through the use of a mobile app. Image credit: PCFC Hotels*

Inside the ship, the modern melds with the old as customers can navigate the decades-old ship with help from a mobile application and other digital tools.

Dubai has become a major market for luxury hotels in recent years. For example, hotel brand The Dorchester Collection is making its debut in Dubai, United Arab Emirates through a partnership with local real estate developer Omniyat.

The Dorchester Collection hotel will be located on one of the largest waterfront plots found in Dubai's Marasi district on the banks of the Dubai Canal. The Dorchester Collection and Omniyat's partnership is a long-term agreement that will see the development of an ultra-luxury hotel and serviced residences as Dubai continues its progression to become a destination city ([see story](#)).

In addition to the QE2, PCFC Hotels is planning on making the whole area around Mina Rashid into a luxury hospitality and yachting section.

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