

TRAVEL AND HOSPITALITY

Jumeirah Group takes up space in iconic Nanjing building

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Jumeirah Nanjing Exterior. Image credit: Jumeirah

By STAFF REPORTS

Hospitality brand Jumeirah Group is expanding with a new hotel in Nanjing, China.

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Announced today with a member of Dubai Holdings, the hotel will be situated in the Youth Cultural Centre building in the City of Nanjing. The hotel will take up 28 floors starting on the 39th level of the North Tower.

Luxury location

The new hotel is featured alongside the banks of the city's Yangtze River for a luxury-level view.

Nanjing's Youth Cultural Centre is a unique building, designed with the silhouette of a sailing ship in mind.

High-end dining experiences, a spa, a sky atrium pool, 49 suites and 212 rooms make up the Jumeriah hotel's offerings in the building. The brand is hoping to attract both local and international travelers with its new location.

"Jumeirah Nanjing is a stunning addition to our portfolio and we are exceedingly proud to be selected as guardians of such a significant property," said Jos Silva, CEO of Jumeirah Group, in a statement.

"The International Youth Cultural Centre is an architectural masterpiece and its iconic stature is truly impressive," he said. "Jumeirah Nanjing is a remarkable destination which will boost tourism to the city, and represents a significant milestone in achieving our global expansion strategy."



Jumeirah Nanjing's lobby. Image credit: Jumeirah

The group recently responded to guests' hankering for options by expanding how loyalty points can be redeemed. Jumeirah Sirius, named after the brightest star in the sky, is a recognition and rewards program for guests of Jumeirah hotels, resorts and residents around the world. At its earlier state, Jumeirah Sirius was designed to reward guests when they stay, dine, relax or shop within the Jumeirah portfolio of properties, but a new program scheduled launched in mid-2017 expanded potential perks ([see story](#)).

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