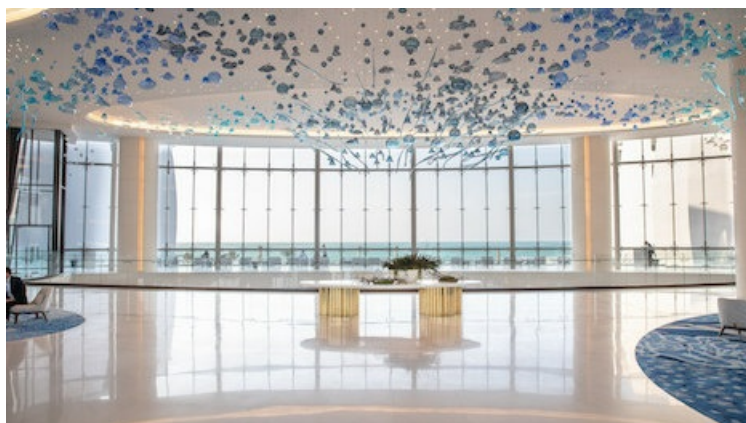


TRAVEL AND HOSPITALITY

Jumeirah Group builds up sustainable travel in Abu Dhabi

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The stunning hotel lobby, Jumeirah at Saadiyat Island Resort

By STAFF REPORTS

Hospitality brand Jumeirah Group is investing in sustainable travel with a completely eco-friendly resort in Abu Dhabi, United Arab Emirates.

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A beachfront property in Saadiyat Island, Abu Dhabi will be what Jumeirah is calling "eco-conscious," an endeavor made more important due to the property's proximity to the ocean. The resort will prohibit the use of plastic straws and is working with Dubai-based Trust Your Water program to reduce the use of plastic cups as some of its sustainable initiatives.

"Our commitment to protecting the natural sand dunes and sea around this hotel means that we are also continuously trying to minimize the impact that guests have on this environment by bringing in our own environmentally-friendly solutions and working with partners who are dedicated to employing sustainable, ethical practices in their businesses," said Linda Griffin, general manager of the property, in a statement.

Eco-friendly travel

The resort is located just outside of the center of the Abu Dhabi city, and includes sunlit rooms, panoramic suites, three infinity pools, a golf club and duplex villas.

"We are proud to bring Jumeirah to Saadiyat Island and open our second luxury hotel in Abu Dhabi," said Jos Silva, CEO of Jumeirah, in a statement. "The opening is a significant landmark in achieving our strategic expansion goals worldwide and is our sixth Jumeirah hotel to open this year.

"We are confident that Jumeirah at Saadiyat Island Resort will further enhance Abu Dhabi as a distinct and diverse tourist destination, and we look forward to welcoming guests from the local community as well as international travelers," he said. "We anticipate it will be a very popular and welcome addition to Saadiyat."



Jumeirah group's new resort. Image credit: Jumeirah

Resorts and sustainable efforts such as this are increasingly important in luxury travel.

Post-boomer clientele represent more than 80 percent of the travelers who look for vacations that help the planet and people, pointing towards future growth for responsible upscale tourism.

Virtuoso's 2018 Luxe Report found that millennials were the generation most apt to seek out sustainable travel options. As these younger travelers gain disposable income and means to spend on upscale experiences, brands should look into incorporating eco-friendly elements and service into their offerings ([see story](#)).

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