

Urban sophistication energises new Mövenpick Hotel Jumeirah Lakes Towers.

Celebrating its 40th anniversary, Mövenpick Hotels & Resorts opens its sixth property in Dubai.

Dubai, United Arab Emirates, November 5, 2013 - Mövenpick Hotels & Resorts announces the opening of the first international five-star hotel in Jumeirah Lakes Towers, one of the fastest-growing business bases in the United Arab Emirates and Dubai's newest district.

The newly open **Mövenpick Hotel Jumeirah Lakes Towers** is a landmark in the dynamic residential and commercial quarter and is the sixth hotel in Dubai to be managed by the upscale Swiss hospitality company.

"Many major global corporations are relocating to Jumeirah Lakes Towers and this is creating a diverse, exciting neighbourhood," said Andreas Mattmüller, chief operating officer for Mövenpick Hotels & Resorts Middle East and Asia. "Mövenpick Hotels & Resorts believes there is exceptional potential here and we expect to thrive as a major hospitality and social hub at the heart of this energetic environment."

Jumeirah Lakes Towers is a lakefront community that is just minutes from the city's most important business districts, commercial free zones and airports including the new Dubai World Central Al Maktoum International Airport.

With large man-made lakes and 64 contemporary towers, Jumeirah Lakes Towers has become one of Dubai's fastest growing new districts with more than 50,000 people working and living in the area and 6,500 companies using it as a business base.

It is a perfect location for the 168-room Mövenpick Hotel Jumeirah Lakes Towers, which offers expansive views of the Dubai Marina skyline and the tranquil waters of the lakes while being easily accessible from The Palm Jumeirah, Burj Khalifa and Dubai's famous beaches.

"Our setting is striking and we have worked hard to ensure that the personality of the hotel is relaxed, inviting and unpretentious as well as providing a lively atmosphere that reflects our inspirational surroundings," says General Manager Hayden Edgton.

The hotel's three dining and entertainment options with their emphasis on relaxed sophistication will undoubtedly become neighbourhood hotspots. The urban bar & kitchen (ubk) is a modern bar offering a warm fun-loving ambience while serving grills, roasts and classic comfort food from lunch until the early hours.

Meanwhile, the lakeside views of 'nosh' offer the options of an alfresco terrace or an indoor setting with open kitchens serving refined international fusion cuisine. In the lobby is Crema, the hotel's meeting point and perfect place for getting together over coffee and snacks.

Even the hotel's contemporary meeting facilities channel the vitality of this urban location. The hotel's eight meeting rooms offer wonderful views of the lakes and skyscrapers of Dubai's architecturally futuristic Sheikh Zayed Road, while two private function rooms with glass walls and terrace access provide a refreshing business perspective.

For guests looking to relax, Mövenpick Hotel Jumeirah Lakes Towers offers seven spa treatment rooms, a state-of-the-art gym, an intimate outdoor infinity pool and access to the Riva Beach Club on The Palm Jumeirah. The city's most popular golf courses and shopping malls are all within easy reach.

The hotel is the sixth Mövenpick property in Dubai following openings in the city areas of Deira, Bur Dubai, Jumeirah Beach, Ibn Battuta Gate and Al Mamzar.

The hotel is owned by IFA Hotels & Resorts, an acknowledged leader in the development of premium hotels and residential resort projects as well as luxury leisure services.

Joe Sita, chief executive officer, IFA Hotel Investments, the asset management arm of IFA Hotels & Resorts, concluded: "This is the first Mövenpick property in our portfolio and we are eager to celebrate its success with not only the development and operational teams, but most importantly, with our guests, owners and area residents. We have no doubt that this property will become the most desirable place to stay within Jumeirah Lakes Towers."

For more information please visit movenpick.com/dubai-jumeirah-lakes-towers.

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