



## **Nakheel brings St. Regis branded Beach Club to Dubai's Palm Jumeirah**

**Dubai, 2 March 2016:** Master developer Nakheel today confirmed that it will introduce a St. Regis branded Beach Club to Dubai's Palm Jumeirah, adding yet another exclusive, top-flight attraction to the world-famous island. This extends from the management agreement between Nakheel and Starwood Hotels & Resorts for The St Regis Dubai – The Palm, a new luxury hotel to be located in Nakheel's 52-storey Palm Tower hotel and residential complex.

Part of Nakheel's Palm West Beach complex, **The St. Regis Beach Club** will offer exclusive dining, leisure and fitness venues alongside mesmerising views of the Arabian Gulf. This includes modern, fusion dining concepts new to the UAE, an infinity edge pool stretching almost 100 metres along the seafront, and a state-of-the-art gymnasium. Guests of The St. Regis Dubai – The Palm will enjoy complimentary access to the beach club, while those living in The Palm Tower Residences will benefit from preferential membership deals.

Nakheel Chairman Ali Rashid Lootah said: "The St Regis Beach Club is a natural progression that further cements our relationship with Starwood Hotels & Resorts. This exclusive new facility will reinforce Palm Jumeirah's position as the global location for luxury living and leisure by offering the unrivalled facilities that St. Regis guests across the world are accustomed to."

Neil George, Senior Vice President, Acquisitions & Development, Starwood Hotels & Resorts Middle East and Africa, said: "We are delighted to strengthen our relationship with Nakheel to introduce a St. Regis branded beach club in this landmark destination. Managed by The St. Regis Dubai – The Palm, the beach club

will offer guests an exceptional leisure experience combined with the brand's bespoke hospitality."

**The St Regis Dubai - The Palm** will offer 289 guest rooms and suites, occupying the first 18 floors of The Palm Tower, while the upper floors will comprise 504 luxury apartments. The hotel will feature two swimming pools, including the one of the world's highest infinity pools, located on the 50<sup>th</sup> floor, 210 metres above ground, commanding 360 degree, panoramic views of Palm Jumeirah, Arabian Gulf and Dubai skyline.

The hotel will offer various dining experiences including a signature restaurant with sweeping city views on the 51<sup>st</sup> level, and an all-day restaurant. Guests will experience renowned hallmarks of the St. Regis brand, including the signature St. Regis Butler Service.

The Palm Tower, for which Nakheel awarded a construction contract for AED819 million in October last year, will be directly linked to Nakheel Mall, a new luxury retail and entertainment destination with 350 shops, restaurants and entertainment outlets. The tower will also feature a public rooftop viewing deck on the 52<sup>nd</sup> floor. It is due for completion in 2018.

The Palm Tower Residences – 504 furnished studios and one, two and three bedroom apartments with uninterrupted, panoramic island, water and skyline views – start at AED1.7 million. For more information, visit the Nakheel Sales Centre, Al Sufouh Road, Dubai; call +971 4 390 3333 or log on to [www.nakheel.com](http://www.nakheel.com)

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NOTES TO EDITORS:

**About Nakheel ([www.nakheel.com](http://www.nakheel.com)):**

Nakheel is one of the world's leading developers and a major contributor to realising the vision of Dubai for the 21st century: creating a world class destination for living, business and tourism. Nakheel continues to deliver and enhance an iconic portfolio of innovative landmark projects in Dubai across the residential, retail, hospitality and leisure sectors.

Master developments include Palm Jumeirah, The World, Deira Islands, Jumeirah Islands, Jumeirah Village, Jumeirah Park, Jumeirah Heights, The Gardens, Discovery Gardens, Al Furjan, Warsan Village, Dragon City, International City, Jebel Ali Gardens and Nad Al Sheba Community. Together, these span more than 15,000 hectares and currently provide homes for over 270,000 people. Nakheel has nearly 21,000 residential units under construction or in the pipeline.

Nakheel's current and future retail project portfolio covers more than 15 million square feet of leasable space. Retail destination developments include Ibn Battuta Mall, Dragon Mart 1 and 2, Nakheel Mall, The Pointe, The Golden Mile, Deira Mall, Deira Islands Night Souk, Warsan Souk, Al Khail Avenue, The Circle Mall and major extensions to Dragon Mart (renamed Dragon City) and Ibn Battuta Mall. Nakheel also has several neighbourhood community centres in operation or under development. Our growing hospitality project portfolio comprises 10 hotels at various locations in Dubai, including Palm Jumeirah, Deira Islands, Ibn Battuta Mall and Dragon City.

Website: [www.nakheel.com](http://www.nakheel.com)

### **About St. Regis Hotels & Resorts**

Combining classic sophistication with a modern sensibility, St. Regis is committed to delivering exceptional experiences at over 35 luxury hotels and resorts in the best addresses around the world. Since the opening of the first St. Regis hotel in New York City over a century ago by John Jacob Astor IV, the brand has remained committed to an uncompromising level of bespoke and anticipatory service for all of its guests, delivered flawlessly by signature St. Regis Butler Service. For more information and future openings, please visit [stregis.com](http://stregis.com) or follow [Twitter](#), [Instagram](#) and [Facebook](#).

### **Media contacts:**

Nakheel  
Rebecca Rees  
Tel: +9714 375 9702  
[Rebecca.Rees@nakheel.com](mailto:Rebecca.Rees@nakheel.com)

Starwood Hotels & Resorts Middle East  
Chandan Belani  
Regional Director of Communications  
Tel: +9714 307 9919  
[Chandan.Belani@starwoodhotels.com](mailto:Chandan.Belani@starwoodhotels.com)