



Luxury Hotels Group announces tie-up with JA Resorts & Hotels for the Indian Market

Luxury Hotels Group, a collection of the finest hotels, outstanding boutique properties and luxurious residences in the world's most popular destinations and capitals, announced signing of a marketing representation agreement with JA Resorts & Hotels for the Indian market. The agreement includes all seven JA Resorts & Hotels properties, five in Dubai and one each in Maldives and Seychelles.

The agreement focuses on the lucrative Indian market which last year saw 888,835 Indians visiting Dubai as against 763,986 in 2012. Indian outbound tourists are projected to reach 50 million by 2020. According to a recently released Amadeus-Frost & Sullivan tourism industry report, Indians travelling to Asia-Pacific alone spent \$13.3 billion in 2011. This figure is set to significantly increase to \$91 billion by 2030, making Indians the second-biggest spenders, after China, in the world on overseas travel. Experts see two categories of Indian travellers growing — at the top end and the bottom end — as incomes rise. India's middle class, the report estimates, will grow from the present 5% to 50% by 2030. Similarly, HNIs are expected to grow six fold by 2030 — from around 0.2 million in 2011 to over 1.2 million by 2030. This segment will fuel growth at the luxury end of the market.

"More and more globetrotting Indians are turning experimental, looking to customise trips, opting for offbeat destinations and newer experiences. The way Indians vacation these days has changed; it's no longer about a stamp on your passport. It's the experience you had during your stay," said Naresh Chandnani, Regional Director Asia. He added "JA Resorts & Hotels with its iconic properties will hugely appeal to this segment and through our global reach and market presence; Luxury Hotels Group will enable JA Resorts & Hotels to reach the Indian audience in a cost-effective and efficient manner."

"The Indian region is a hugely important market for us. JA Resorts & Hotels offers various options ranging from golfing holidays to destination wedding options and from beach holidays to weekend getaways. Our properties have been graced with the World Travel Awards, Travel Agent Choice Awards and consumer favourite awards such as the TripAdvisor Travellers' Choice Awards and are sure to appeal to the discerning Indian market. The representation arrangement with Luxury Hotels Group, with their knowledge and experience of the Indian market will help us to target this segment in a more focused manner", said David Thomson, Chief Operating Officer, JA Resorts & Hotels.

About JA Resorts & Hotels

Established in 1981, with the support of His Highness Sheikh Rashid bin Saeed Al Maktoum, Dutco, the parent company of what is now JA Resorts & Hotels, had the vision and foresight to invest in providing Dubai with two state of the art hotels - the JA Jebel Ali Beach Hotel and the Hatta Fort Hotel.

These two iconic properties helped spearhead Dubai's meteoric development as a world class tourist destination, and established JA Resorts & Hotels as one of the world's most prestigious hospitality companies. Today, the hotels remain at the forefront of the industry and are quite literally the living legends of Dubai. With guests arriving from





every corner of the globe, JA Resorts & Hotels continues to develop its extensive range of products and services to surpass the needs and expectations of the discerning luxury traveller while never losing sight of their Arabian heritage.

Today the group apart from its portfolio of luxury properties in Dubai including the 5-star JA Jebel Ali Golf Resort (JA Jebel Ali Beach Hotel and JA Palm Tree Court), Hatta Fort Hotel, JA Oasis Beach Tower and JA Al Sahra Desert Resort Equestrian Centre also manages the Enchanted Island Resort in Seychelles and recently acquired their second international property, JA Manafaru in Maldives.

Our resorts and hotels have been graced with World Travel Awards, Travel Agent Choice Awards and consumer favourite awards such as the TripAdvisor Travellers' Choice Awards. Dining experiences created by JA Resorts & Hotels have gained approval stamps from many gourmet magazines and hosted numerous Michelin Star Chefs, whilst famous personalities and international teams have commented on our world-class sporting facilities.

After many successful years in the hospitality industry, JA Resorts & Hotels are actively pursuing potential management opportunities and have a number of unique luxury hotels, serviced apartment and leisure associated projects under development.

About Luxury Hotels Group

Luxury Hotels Group is a collection of the finest hotels, outstanding boutique properties and luxurious residences in the world's most popular destinations and capitals, personally selected with the luxury traveller in mind.

Each and every property in Luxury Hotels Group is selected for luxurious accommodation, world class facilities and outstanding service. With strategically located offices in London, Dubai and New Delhi, Luxury Hotels Group provides all the member hotels with benefits like:

- A listing on the Luxury Hotels Group Website,
- Inclusion in the Luxury Hotels Group Directory,
- Private label GDs under the LU code.
- Account and Revenue Management services for most effective distribution of rates and inventory,
- Preferred status with Key Consortia's.
- MICE representation in Key Source Markets.
- Advertising in premium publications covering luxury, travel and lifestyle in Europe, Middle East and Asia
- E Marketing campaigns to customer database of over 500,000 pre-qualified clients.
- Priority ads on unique collection websites.
- Social Media Marketing Management
- Global Marketing representation in travel trade exhibits like ITB, ILTM, ATM etc.
- Premium E-Marketing including PPC, SEM, SEO and other initiatives