

Jumeirah Group Partners with Cornell Research Center

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Jumeirah Group, a fast-growing operator of luxury hotels and resorts, is the newest international corporation to become a partner of the Cornell University Center for Hospitality Research. Based in Dubai, Jumeirah has won numerous international travel and tourism awards, including top accolades, including the most recent acknowledgment as the World's Leading Luxury Hotel Brand at the 14th annual World Travel Awards Gala Ceremony in December 2007. Jumeirah's Executive Chairman, Gerald Lawless, will join the center's advisory board and have a seat at all Industry Roundtables.

'Our brand promise is STAY DIFFERENT(TM), and all of our luxury hotels in Dubai, London and New York offer a distinctively different, luxurious experience to our guests,' said Lawless. 'We see the Cornell Center for Hospitality Research as also being different, with its model of creating valuable research studies and then making them freely available. This has been a great service to hotels around the world, and we are pleased to participate in this effort.'

'I am delighted to welcome the Jumeirah Group as a partner and Gerald Lawless as a member of our advisory board,' said Joseph D. Strodel, Jr., director of corporate relations for the Cornell University School of Hotel Administration. 'With his wide-ranging international experience, Mr. Lawless will bring new and different perspectives to our discussions of research studies.'

Also at the World Travel Awards, Burj Al Arab, the group's flagship property and world's most luxurious hotel, was awarded the much-coveted title of 'World's Leading Hotel.' In addition to the Burj Al Arab, Jumeirah operates the the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Bab Al Shams Desert Resort & Spa in Dubai, the Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London, and the Jumeirah Essex House in New York City. The Jumeirah Group portfolio also includes Wild Wadi, regarded as one of the premier water parks outside of North America, and The Emirates Academy, the region's only third-level academic institution specializing in the hospitality and tourism sectors. For more information, please visit www.jumeirah.com.

About the Center for Hospitality Research

A unit of the Cornell School of Hotel Administration, The Center for Hospitality Research (CHR) sponsors research designed to improve practices in the hospitality industry. Under the lead of the center's 69 corporate affiliates, experienced scholars work closely with business executives to discover new insights into strategic, managerial and operating practices. The center also publishes the award-winning hospitality journal, the Cornell Hospitality Quarterly (formerly the Cornell Hotel and Restaurant Administration Quarterly). To learn more about center and its projects, visit www.chr.cornell.edu.

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