

IHG signs agreement to develop InterContinental Dead Sea

2008-05-13

InterContinental Hotels & Resorts has signed an agreement with Sun Days International for Tourism Investment to develop a US\$70 million luxury resort, on the shores of the Jordanian Dead Sea.

Set to open in late 2012, InterContinental Resort Dead Sea will cater for the luxury travel sector, with opulent furnishings and facilities the resort expects to attract a wealth of guests from around the globe. Offering an unrivalled view across the spectacular Dead Sea the hotel will be perfectly placed for guests eager to discover the natural landscape and wonders of this world-renowned location.

The development of the InterContinental Resort Dead Sea has been made in line with a strong increase in tourism numbers to the area. Other major tourist developments are already underway, with the Ministry of Tourism and Antiquities commencing construction of the Suweimeh National Park and the Greater Amman Municipality recently implementing a tourism project which includes, restaurants, play gardens, swimming pools and a beach area.

"We are delighted to be developing InterContinental Resort Dead Sea in partnership with Sun Days International for Tourism, this is a significant project for us and we are thrilled to have been able to secure such a great location on the shores of the stunning Dead Sea," said John Bamsey, Chief Operating Officer, IHG, Middle East & Africa. "We believe that this new property will continue to strengthen our position across the region and are committed to further establishing our presence in this rapidly developing market."

Sun Days International for Tourism Investment Founder & Chairman, Samer Abdul Kareem, said, "This is an exciting development for us and we are pleased to be working in partnership with IHG. As a company we see great potential for tourism growth in Jordan and as such are investing heavily in the region. Alongside InterContinental Resort Dead Sea we have also opened the countries first water park on the shores of the Dead Sea. We firmly believe that this property, with its idyllic location will be extremely successful."

The property will comprise 236 light and spacious rooms, including one Presidential Suite and one duplex Royal Suite, both located in the main building, as well as several secluded chalets - some with private swimming pools. In addition, the resort will include a private beach with beachfront restaurant, swimming pools, pool bar and all-day dining facilities.

A 900sqm. ballroom, state-of-the-art boardrooms and an 800sqm. luxury spa, have also been included within the properties lavish designs, which highlight IHG's commitment to providing guests to the region with first-class facilities.

IHG already has a strong presence across Jordan with five properties and 1509 rooms established. There are an additional three properties with 890 rooms in the development pipeline, furthering the company's growth in this exciting destination.

InterContinental Hotels & Resorts currently has 36 properties and 10,900 rooms in the Middle East and Africa region alone with a further 11 properties and 3,488 rooms in the development pipeline.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32600.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html