

Jumeirah Enters South America With Management Of Luxury Polo Resort In Argentina

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Jumeirah Group appointed by Culu Culu Lifestyle S.A. to manage the Jumeirah Culu Culu Polo Lifestyle Resort, the world's first specialised multi-field Polo and Equestrian estate incorporating a luxury resort.

Jumeirah, the Dubai-based luxury international hospitality management group and a member of Dubai Holding, has been appointed to manage a luxury lifestyle resort dedicated to polo and equestrian sports, located in Argentina. This was announced at a signing ceremony held in New York on June 2nd 2008 attended by Gerald Lawless, Executive Chairman of the Jumeirah Group and Al Alletzhauser, Founder of Culu Culu Lifestyle Resort.

The Jumeirah Culu Culu Polo Lifestyle Resort will be located in Lobos, a 30-minute ride from Argentina's Ezeiza International Airport and just one hour away from the lively capital of Buenos Aires. Guests of the world class luxury resort will have access to eight polo fields, incorporating two championship polo fields and a spa and fitness centre. The construction of this luxurious polo community is due to be completed by 2010. The second phase of the development will also encompass an 18-hole golf course and an additional 400 privately owned villas.

Jumeirah will manage the five-star hotel of 252 rooms, including 90 suites in a central building and the remainder in one-four bedroom villas. Facilities will include four restaurants and bars, Jumeirah's signature Talise Spa, a health club, swimming pools and tennis courts. The resort will also include 220 Jumeirah Living serviced privately-owned villas.

This management agreement with Culu Culu Lifestyle S.A. marks Jumeirah's entry into South America and a key addition to Jumeirah's rapidly growing portfolio of luxury hotels and resorts, with Jumeirah hotels and resorts currently under development in Phuket, Shanghai, Bermuda, Mallorca, London, Dubai, Abu Dhabi, Aqaba and Doha.

"Our exciting polo resort lies on 1 kilometer of an untouched lake and bird sanctuary. Polo playing, equestrian activities and bird watching facilities enable families to go back to nature whilst dynamic Buenos Aires is only an hour away." Said, Al Alletzhauser, Founder of Culu Culu Lifestyle Resort.

Gerald Lawless, Executive Chairman of the Jumeirah Group, commented: 'Argentina is being rediscovered as a fantastic destination by tourists and investors alike. Our first hotel in Latin America will be a showcase of Argentinean and South American culture, as well as paying homage to the equestrian lifestyle. We are very excited to bring the world-renowned Jumeirah promise to STAY DIFFERENT™ to this part of the world.'

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