

St. Regis Makes the Next Stop on Its Global Expedition with the Debut of the St. Regis Dubai

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Scheduled to open in 2012, The St. Regis Dubai and The Residences at The St. Regis Dubai will feature 220 luxuriously appointed guest rooms, including 44 Junior Suites, and 80 branded residences as well as three world-class restaurants, two bars, a fitness center, swimming pool, shops and more than 4,500 square feet of meeting and banquet space.

Offering sweeping views of the Dubai Creek, The St Regis Dubai will be just a short walk from the city's bustling commercial center and main shopping districts. The magnificent new property will be a featured component of the Starhill Towers & Gallery, a high-rise, mixed-use development owned and developed by ETA Star Property Developers. Featuring world-class retail, office, hospitality and residential components, the mixed-use project will occupy prime real estate in central Dubai within the multi-billion dollar Business Bay development, a nearly 21 million square-foot master plan by Dubai Properties.

'The signing of The St. Regis Dubai is another sign of Starwood's commitment to develop all its brands in a fabulous destination like the Middle East,' said Roeland Vos, President of Starwood Hotels & Resorts in Europe, Africa and Middle East. 'We are delighted to be working with ETA Star Property Developers on this new project and we hope this development is the beginning of a long-term partnership.'

Meeting the city's heightened demand for state-of-the-art meeting facilities, The St. Regis Dubai will offer more than 4,500 square feet of meeting and banquet space, as well as a business center, shops and private parking area. Adjoining and serviced by the hotel, the separate St. Regis ResidencesSM will offer 80 luxury residences consisting of one, two, and three bedroom layouts. Featuring an exclusive private entrance, The Residences will provide access to the hotel's luxury facilities including the fitness center, swimming pool and spa.

'We wanted this prestigious luxury brand to be part of our project and are proud to bring St. Regis to Dubai,' said Mr Abid Junaid, Executive Director ETA Star Properties. 'We are sure Dubai will benefit from the acclaimed luxury hospitality experience provided by St. Regis.'

Following in the tradition of the legendary The St. Regis New York, The St. Regis Dubai will feature the famed hallmarks of St. Regis hotels including the iconic St. Regis Butler Service, bespoke guest experiences and luxury accommodations tailored to global travelers. Trained in the English tradition, the butlers provide ever-present, yet unobtrusive service while anticipating guest and resident needs and customizing each stay according to his or her specific tastes and preferences.

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