



Homegrown UAE Hospitality Group JA Resorts & Hotels

Celebrates 40 Years of Success

(Dubai, May 2021) JA Resorts & Hotels are proud to celebrate 40 years of operation in the United Arab Emirates this year, having opened both the JA Hatta Fort Hotel in the Hajar Mountains and JA Beach Hotel at Jebel Ali Beach in 1981. 40 years later, the homegrown hospitality group has gone from strength to strength, now featuring 10 distinct properties across the UAE and Indian Ocean. Recent additions to the brand includes the JA Enchanted Waterfront Villas in Seychelles and the introduction of a new millennial focussed brand in China.

History

In 1981, the Chairman of the DUTCO Group of Companies, Ahmed Baker was in discussions with HH Sheikh Rashid bin Saeed Al Maktoum to build hotels and resorts in key locations in the Emirate of Dubai, which would become some of the first leisure hotels in the region. The Dubai Ruler personally recommended Jebel Ali Beach, near the new Jebel Ali Port and Town, which was also to be the home of a new airport, as a suitable location. His Highness had significant plans for the development of the Jebel Ali area. His Highness also recommended Hatta, as it was one of his favourite places in the Emirate, which was lacking development at the time. HH Sheikh Rashid bin Saeed Al Maktoum was both interested and personally involved in discussions and he recommended that JA Hatta Fort Hotel be built in order to provide hospitality in the beautiful setting and environment of the Hajar Mountains. By February 28th, 1981, both projects were



complete, the Ruler of Dubai accompanied by Mr. Ahmad Baker commemorated the opening of both Hatta Fort Hotel and Jebel Ali Hotel.

Performance of both heritage properties

Described as the 'original heritage hotel in the heart of the action', the multi award-winning JA Beach Hotel underwent extensive renovation in 2019 including the addition of glass balconies, new restaurant fit outs and brand new spacious and bright bedrooms and suites. The hotel still retains some of its original features including the original Italian marble, the uniquely shaped family pool and a restaurant located at the top of the building, providing 360 degree views out across the lush landscaped golf course and the Arabian Gulf. Throughout the 40 years the hotel is proud of achieving a 30% repeat guest rate from top source markets including UK, France and Germany.

The JA Hatta Fort Hotel has recently introduced a new café called Peaks and has developed many new outdoor areas amidst the extensive grounds. With the recent government investment and development into the Hatta area, the addition of an upgraded helipad at the mountain property has ensured that JA Hatta Fort Hotel is a central base for the many dignitaries visiting the region. A wonderful feature is the third generation families visiting the resort, as their grandparents did before them. JA Hatta Fort Hotel has managed to offer through the pandemic a welcome destination for the many UAE based staycation traffic.



Brand Growth Across UAE and Indian Ocean

On top of the success of these two founding properties, JA Resorts & Hotels portfolio now features another 8 distinct properties across the UAE and Indian Ocean, as well as a new brand in China targeting young travellers, announced in 2019. The upper midscale lifestyle hotels will be branded as 'Big Bed by JA' spread across various cities in China.

Tropical Indian Ocean escapes include JA Manafaru, the idyllic luxury island resort in pristine, lagoon ringed Haa Alifu Atoll, at the northern tip of the Maldives and JA Enchanted Island Resort, an ultra-luxurious hideaway of 10 exquisite villas on a private island, in the middle of the protected Saint Anne Marine Park. In 2021, the group has also opened the new JA Enchanted Waterfront Villa's, a brand-new idyllic getaway in Seychelles featuring 10 villa resort residences on the east coast of Mahé. The picturesque and luxurious waterfront villas are situated on 8000 square metres of tropical scenery with access to a perched beach and very close to the airport.

Within the UAE, guests can choose from the five-star JA Ocean View Hotel, as well as the deluxe hotel apartments of JA Oasis Beach Tower, both located along 'The Walk' in Jumeirah Beach Residence. The Manor by JA is another more recent addition to the portfolio, a 247 key corporate hotel located in Al Furjan, Dubai, opened in January 2020. The flagship of the brand is the acclaimed JA The Resort - Dubai's largest experience resort in Jebel Ali beach area. The resort remains unique in the UAE with expansive landscaped grounds of fauna and flora, 3 unique hotels offering 800 suites and rooms between them- the award-winning JA Beach Hotel and JA Palm Tree Court and JA Lakeview Hotel, an award-winning new property opened in September



2019 and an abundance of entertainment facilities including a 9-hole golf course, shooting club, private marina, football, cricket and rugby pitches, a watersports centre, tennis courts and 800 metre private beach.

What's Next for JA Resorts & Hotels

Despite the challenging hospitality landscape, the group continues to seek expansion opportunities and continuously improve the existing product with a number of new additions and experiences planned in the coming years. The homegrown hospitality brand will be celebrating its 40 years of success throughout 2021, with initiatives designed to recognize customers, partners and team-members.

- Watch the video of the JA Journey here: <https://we.tl/t-3Vwmnn6EhH>
- Joint Interviews about the evolution of JA are available with the Chairman Ahmed Baker and his granddaughter Nadia Baker, who currently works in Marketing for the group. Interviews with property General Managers also available.
- **For PR Enquiries:** jaresorts@sevenmedia.ae

About JA Resorts & Hotels

A legacy UAE brand, JA Resorts & Hotels was started in 1981 and has a widely recognised reputation for excellence, in the management and operation of award-winning resorts and hotels.



Taking its name from the original Jebel Ali (JA) Beach hotel, JA Resorts & Hotels portfolio now features 9 distinct properties across the UAE and Indian Ocean, each dedicated to curating unique experiences and creating unforgettable memories. Tropical escapes include JA Manafaru, the idyllic luxury island resort in pristine, lagoon ringed Haa Alifu Atoll, at the northern tip of the Maldives and JA Enchanted Island Resort, an ultra-luxurious hideaway of 10 exquisite villas on a private island, in the middle of the protected Saint Anne Marine Park. Within the UAE, guests can choose from the five-star JA Ocean View Hotel, as well as the deluxe hotel apartments of JA Oasis Beach Tower, both located along 'The Walk' in Jumeirah Beach Residence. Other attractive options include the acclaimed JA The Resort - Dubai's largest experience resort, with extensive landscape housing thrilling activities and 3 unique hotels offering 800 suites and rooms between them- the award-winning JA Beach Hotel and JA Palm Tree Court and JA Lakeview Hotel, a new golf course adjacent property opened in 2019. The JA Hatta Fort Hotel is Dubai's only mountain resort, a secluded getaway amidst the stunning Hajar Mountains landscape. The Manor by JA is a 2020 addition to the portfolio, a 247 key corporate hotel located in Al Furjan, Dubai. In 2021, the group has also opened the new JA Enchanted Waterfront Villa's, a brand-new idyllic getaway in Seychelles featuring 10 villa resort residences on the east coast of Mahé. JA Resorts & Hotels is a member of the Global Hotel Alliance (GHA), the world's largest alliance of independent hotel brands, bringing together more than 35 brands with over 570 hotels in 85 countries. For more information please visit; www.jaresortshotels.com

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