

Emirates Hotels & Resorts ventures into serviced apartments



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Press Release Summary: Emirates Hotels & Resorts to open new Green Lakes Serviced Apartments in the Dubai Jumeirah Lake Towers precinct



Press Release Body: From the start of May, **Emirates Hotels & Resorts**, the premier hospitality management division of **Dubai-based Emirates Airline** will mark its debut in luxury serviced apartment accommodation with the opening of the **Green Lakes Serviced Apartments** – its second city-based property closely following the opening of **The Harbour Hotel & Residence** in November 2007.

Located in the [Jumeirah Lake Towers](#) precinct, the **Green Lakes Serviced Apartments** is expected to be one of Dubai's most prestigious addresses when completed. Comprising two towers, the

new [luxury apartment](#) development will be set within a dynamic waterfront community alongside fashionable hotels, leisure and retail outlets.

Enhancing the appeal of the location, **Green Lakes** is a stone's throw away from Dubai's key business and leisure districts. **Dubai Media City, Dubai Internet City, Knowledge Village and Jebel Ali Free Zone** are easily accessible, and **Dubai Marina**, the city's most sought-after lifestyle district is also within close proximity. Shopping and recreation centres including the **Ibn Battuta Mall, Ski Dubai and Jumeirah Beach** are a short drive away.

[Green Lakes Serviced Apartments](#) will be surrounded by landscaped gardens and waterways, and will feature 283 tastefully-furnished, modern apartments in a range of one, two, and three-bedroom apartments.

Tony Williams, Senior Vice President Resorts & Projects, Emirates Hotels & Resorts noted: "***The Green Lakes Serviced Apartments** will echo **Emirates Hotels & Resorts'** core philosophy of providing superior location, personalised service and luxury experiences. It is designed for corporate and leisure travellers on short and extended stays in Dubai. To that extent the apartments are totally fitted and furnished with a full-house of top-of-the-range kitchen appliances and well-apportioned living and dining areas.*"

He added: "*Increasingly travellers to Dubai and around the world are seeing great advantages in fully-serviced apartment living, and are hence demanding more than just a hotel room. At very reasonable prices they are able to get spacious and flexible accommodation options. **Green Lakes** offers all of this: comfortable and generous living spaces complemented by hotel-standard services. The property offers daily housekeeping service, full reception, concierge, guest relations, security and valet parking services, a state-of-the-art gymnasium and health club with rooftop swimming pool, and an in-house restaurant with room delivery services.*"

Following on the success of **Counter Culture at The Harbour on Dubai's Marina**, the hugely-popular deli-café-bakery restaurant brand will be extended to **Green Lakes**, and will be situated in the main lobby. With a reputation for wide varieties of organic, homemade, and wholesome menus, the innovative restaurant concept has already built up a large clientele.

Green Lakes Serviced Apartments is the third in a series of projects launched by **Emirates Hotels & Resorts. Al Maha Desert Resort & Spa** is recognised internationally for its leadership and contributions to conservation in the region, and is among the Condé Nast Traveller's Top 20-Hotel List; the only Dubai hotel recognised in this category.

The success of **Al Maha** is being used as the basis for designs and operations in subsequent conservation-focussed properties – **Wolgan Valley Resort & Spa** scheduled to open in late 2009 in **Australia's Blue Mountains**, and at the heart of a **World Heritage Site** area. **Cap Ternay Resort & Spa in Seychelles** is currently in its design and planning phase, and is promising to shape up as one of the Indian Oceans' best resorts. **The Harbour Hotel & Residence** is a 52-storey luxurious property located at the gateway entrance to the Dubai Marina.

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