

# Jumeirah Announces Partnership With Singapore Airlines



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Jumeirah, the Dubai-based luxury international hospitality management group and a member of Dubai Holding, has announced that it is now officially a partner of Singapore Airlines and their Frequent Flyer Programme, KrisFlyer.

Starting January 2009, all KrisFlyer members will earn miles when staying at any Jumeirah Hotels & Resorts in Dubai, London and [New York](#) - all of which are destinations served by Singapore Airlines.

This strategic announcement emphasises Jumeirah's continued growth in airline partnerships and its focus on rewarding members. It is also a tribute to Jumeirah's commitment to the Asia-Pacific region. Jumeirah recently opened regional sales offices in Singapore, Shanghai and Tokyo, and in the course of 2009 the Group is eagerly anticipating the grand opening of Jumeirah HanTang Xintiandi in Shanghai, Jumeirah's first hotel in the Asia Pacific region.

The Singapore Airlines' network currently covers 67 destinations in 35 countries. From Dubai, customers will be able to enjoy the convenience of Singapore Airlines' wide network of connections to destinations such as Singapore, New York, [London](#) and Shanghai, which are cities where Jumeirah has, or will soon have a presence in.

In addition to this latest partnership, Jumeirah has extensive expansion plans to grow its portfolio of luxury hotels and resorts into key gateway or letterhead cities and aspirational resort destinations worldwide. Currently, the Group has several luxury five-star properties under development in the United Arab Emirates, Jordan, Qatar, Oman, Bahrain, Kuwait, Maldives, Bali, Thailand, China, Argentina, Spain, England, Scotland and the US Virgin Islands. In 2009, the Group is eagerly anticipating the grand opening of [Jumeirah HanTang Xintiandi in Shanghai](#), Jumeirah's first hotel in the Asia Pacific region.

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Note to Editors:

**About [Jumeirah](#)**

Jumeirah Hotels & Resorts are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The Dubai-based luxury international hotel management group encompasses the world renowned Burj Al Arab, the world's most luxurious hotel, the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Bab Al Shams Desert Resort & Spa in [Dubai](#) the Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and the Jumeirah Essex House in New York.

The Jumeirah Group portfolio also includes Jumeirah Living, the Group's luxury brand of serviced residences offering effortless living in luxurious surroundings; global spa brand Talise Wellness; The Taste Department, the company's dedicated restaurant division; Wild Wadi water park; The Emirates Academy of Hospitality Management, the region's only fully accredited third-level academic institution delivering specialised degree programmes in hospitality management; and Jumeirah Retail, with its 15 stores and dedicated luxury online store.

Building on this success, Jumeirah Group became a member of Dubai Holding in 2004, a collection of leading Dubai based businesses and projects, initiating a new phase of growth and development for the group.

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