Jumeirah Beach Hotels receives ultimate PADI accreditation



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Jumeirah Beach Hotel's Pavilion Dive Centre, has recently been officially recognised by the Professional Association of Diving Instructors (PADI) as a 5 Star Career Development Centre, PADI's highest rating for Dive Centres.

This title denotes a standing in the local market with respect to time served from a PADI resort membership and the commitment to training and certifying PADI professionals and the continuation of that education at <u>Jumeirah Beach Hotel</u>.

As a PADI Career Development Centre, the <u>Pavilion Dive Centre</u> can now offer fast track diving resort management programs. This allows non-diving professionals to take a consolidated course to go professional and gain sufficient resort management to get started in the diving industry.

Pavilion Dive Centre is the first and only <u>PADI</u> 5 Star Career Development Centre in the Middle East.

Phil 'O Shea, Pavilion Dive Centre Manager, said: "We are delighted to have received this accreditation and I would like to thank all of the team at the Pavilion Dive Centre who have worked so hard to make it happen."

The first Instructor Development course of 2009 will start on Friday 3rd April.

Notes to Editors:

The PADI Instructor Development Course (IDC) provides a professional, intense and fun learning experience in which students learn how to teach others to dive using the most successful diver training program in existence. Not only will they learn how to teach in classroom, pool and open water environments, they will also learn effective use of all PADI's teaching aids and support materials.

Students will also be equipped with an excellent understanding of the diving industry, marketing techniques for all PADI courses and dynamic instructional methodology.

About Jumeirah:

Jumeirah properties are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The fast growing Dubai based luxury international hospitality 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 Hotel in New York.

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

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