

World's Tallest Hotel Ready for Meeting Planners

Marriott International, Inc. is a renowned name in hospitality business having an excess of 3800 properties in over seventy four nations around the globe. Now the company has added another feather to its cap.



It has opened a brand new 72 floor luxury hotel – the JW Marriott Marquis Dubai, in the heart of Dubai. The hotel is a sight to behold with its sky touching heights and stunning exterior. The interior is classically designed and provided with all sorts of super luxurious amenities. The hotel is full of warmth, elegance and high quality ambience. The Guinness Book of World Record has provided JW Marriott Marquis Dubai, the official status of the tallest hotel of the world. Previously this status was enjoyed by another Dubai based hotel – Rose Rayhaan (1093 feet) from the years 2009 to 2012. But with a towering height of 1,164 feet, the JW Marriott Marquis Dubai automatically became the world's tallest hotel.

The JW Marriott Marquis Dubai is a twin tower skyscraper. The first of the towers was opened for the public in February 2013 while the second tower is scheduled to be opened in 2014. Each tower has been fitted with all the necessities required for a luxurious stay by the guests.

With its 1608 guest rooms, five bars and lounges, nine restaurants and about 24,600 square feet of meeting space, the hotel wants to benefit from the billion dollar MICE market. JW Marriott says that currently the MICE segment in America amounts to \$106 billion and with the hotel of such capacity and facilities it is bound to be the number one choice for large conferences, events, meetings and exhibitions.



In fact the huge space allows for a number of small conferences to be held in the same time where each conference or meeting could enjoy the same level of independence, space and comfort. The private guests can enjoy a comfortable stay without being disturbed by the conferences held.

The hotel allows over a thousand guests to attend a meeting with complete ease while enjoying the other facilities offered there. The guests can enjoy balls, dances and other events in the two large beautifully fitted ball rooms. They can enjoy a great fitness regime with the thirteen thousand square foot of spa and health club. The hotel holds an array of trained instructors and a number of fitness equipment for the indulgence of the guests. The seventh floor pool deck has a ninety eight foot swimming pool where a large number of guests can swim or lounge by the pool in total comfort.

The bars house some of the exclusive wines and drinks from the four corners of the world. The restaurants are equipped with top quality food items to tempt everyone's taste buds. It is a one of its kind hotel that caters to serve eminent personalities of the world with top class services that they are habituated to experience at home. The guests can even enjoy a panoramic view of the city from the 71st and the 72nd floor of the hotel.



According to Rupprecht Queitsch, the GM of the hotel, "The hotel will fill a long identified gap in the market where groups, meetings and conventions of up to a thousand people can meet, sleep and dine under one roof". The hotel is unsurpassed in accommodating such a large number of guests under one roof in Dubai. In fact even in the world there are very few places where conferences and meetings of such large amplitude could be held.

Dubai in itself is a tourist destination. It is a cosmopolitan metropolis. It is symbolic for its many high rise buildings and skyscrapers such as Burj Khalifa, the world's tallest man made building at 830 meters. The city also attracts tourists to visit its many ancient and modern attractions. It is the shopping capital of Middle East. Now with JW Marriott Marquis Dubai as an added attraction to the city, people would be inclined to visit it to participate in exhibitions, conferences, incentives and meetings.

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