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| **Exceptional New Experiences To Discover on our 25th Anniversary** |
| Over the past 25 years, Jumeirah Beach Hotel has become synonymous with unmatched luxury and fun-filled family experiences. On the occasion of our Silver Jubilee, we are delighted to unveil our extensive enhancements that will mark a new era for our resort.  |
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| **The ultimate luxury family resort** |
| At the heart of these exciting enhancements is our reimagined beachscape with enriched facilities, three new oceanfront restaurants that will redefine world-class family dining, and an elevated Executive Pool Club. |

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| Jumeirah Beach Hotel - Beachscape - Garden Landscape |

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| **A lush new beachscape.** |
| Enriched facilities, pools and restaurants are connected by meandering shaded pathways and gardens which ebb and flow along our private shoreline, fitted with elegant sunlounges, patterned umbrellas and plush cushions. |

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| **An enhanced Executive Pool Club.** |
| Exclusively for our resort’s Ocean Club room, Suite and Villa guests, our enhanced Executive Pool Club’s turquoise waters and swim-up bar are framed by lush foliage, swaying palms and iconic Burj Al Arab Jumeirah views. |

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| **Italian oceanfront dining.** |
| Cala Beach is beautifully laid-back, serving authentic cucina rustica Italian food. The open beach bar and dining terrace offers an eclectic experience, encapsulating the very best of Italian hospitality with impressive views of Burj Al Arab Jumeirah. |

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| **A theatrical seaside experience.** |
| Nuska Beach draws inspiration from the Levant, the Mediterranean and the Middle East, and celebrates the age-old method of cooking over coals; the perfect setting for social dining with unrivalled views out to the ocean. |

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| **A fresh and lively beach restaurant.** |
| Verde Beach is a renowned beach restaurant from St. Tropez, with a menu overseen by Executive Chef Julien Lee Thibault. Expect an array of crowd-pleasing Mediterranean hits designed as the perfect gateway for a day by the beach. |

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| **A new adults-only club lounge.** |
| Guests of our Ocean Club rooms, suites and villas now enjoy access to The Sunset Club. Exclusively for adults, this picturesque lounge on our 24th floor is the perfect space for evening drinks overlooking Burj Al Arab Jumeirah and the serene sea. |

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