

THE BAR RAISES AS JUMEIRAH CERTIFIES THREE MORE HOTELS WITH THE BUREAU VERITAS SAFEGUARD LABEL.

- *Jumeirah set to inspire hoteliers to join movement in restoring guest confidence*
- *Jumeirah Al Naseem in Dubai was the first Hotel in the world to receive the prestigious certification in May*
- *Five-star properties meet stringent health, safety and hygiene standards defined by the global leader in testing, inspection and certification*
- *Label to be used publicly to reassure guests and give them confidence in their stay*

Dubai, United Arab Emirates, 14th June 2020:

Jumeirah sets the bar high this week with three additional properties within its Dubai portfolio receiving the prestigious Bureau Veritas Safeguard Label.

Guests staying at Jumeirah Al Qasr, Jumeirah Dar Al Masyaf and Jumeirah Creekside Hotel in Dubai can be assured of the highest hygiene standards after these three additional five-star hotels followed in the footsteps of Jumeirah Al Naseem to be awarded Bureau Veritas' Safeguard Label.

José Silva, Chief Executive Officer of Jumeirah Group, said: *I want this milestone to serve as an inspiration to others, to create a socially responsible movement across organisational cultures, our society and the industry as a whole, where we champion a sense of collective responsibility for the safety of others. The Government of Dubai and its tourism authority "DTCM", have led a successful path through this pandemic and restoring guest confidence is a priority, not only for Jumeirah Group, but for all hoteliers. We will continue our mission across our portfolio of properties and demonstrate our commitment to operating our hotels to the highest global standards and supporting the future of our host countries."*

Juliano Cardoso, Executive Vice President CIF Asia Pacific and Middle East for Bureau Veritas, said: "We are very pleased to further support Jumeirah Group as it moves forward in making a difference for guests and demonstrate its readiness to receive them in a healthy and safe environment. By helping adapt to the 'New Normal', the Safeguard certification clearly allows our clients to restart operations as quickly as possible with appropriate conditions. In this way, we will contribute to the reopening of hotels and restaurants in keeping with the highest standards of reliability. This certification will undoubtedly benefit the entire industry. Bureau Veritas' mission is to shape a world of trust. With this label, we have the ability to address the new expectations of our society in terms of health, hygiene and safety as well as transparency."

Bureau Veritas – a world leader in testing, inspection and certification services – has developed detailed checklists with global health, safety and hygiene specialists to ensure that procedures in place for the resumption of operations meet local and international regulations, as well as recognised best practices.

Remote and field audits are carried out to ensure protective measures are implemented efficiently, with the label awarded if all requirements are met. Bureau Veritas provides reassurance to customers with a dedicated global website showing all the labelled entities approved by auditors - <https://restartwith.bureauveritas.com/>.

Jumeirah Group has implemented a series of protective measures in its hotels around the globe, designed to keep guests and colleagues safe. These include usage of protective masks, daily temperature checks and extensive hygiene training for all colleagues, strict social distancing across all areas of the hotel including beaches, pools and gyms, tripling fresh air in public areas, sanitisation wiping and fogging – up to three times a day depending on footfall – and strict lift etiquette to ensure guests are travelling alone.

In guest rooms, housekeeping vigorously clean and aerate every day and provide sanitising and hygiene amenities including mask, gel and wipes. Pillows and duvets undergo a thermal hygiene process while pillow and mattress protectors are changed after each checkout. Rooms are left vacant for three days after each stay as an additional safety measure and, where this is not possible due to high occupancy, the room undergoes a complete sanitisation fogging process.

Exceptional dining experiences also feature additional precautionary measures, including full restaurant sanitisation before each service, buffets redefined as á la carte, table distancing and hygiene amenities placed on each table for guests to utilise.

For full details of all protective measures being taken by Jumeirah Group visit www.jumeirah.com.

#StaySafeWithJumeirah

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About Jumeirah Group:

Jumeirah Group, the global luxury hotel company and a member of Dubai Holding, operates and manages a world-class portfolio of 15 properties in the Middle East including the flagship Burj Al Arab, six properties in Europe and five in Asia with 10 properties currently under construction around the globe.

www.jumeirah.com

About Bureau Veritas:

Bureau Veritas is a world-leading provider in testing, inspection and certification. Created in 1828, the Group has more than 78,000 employees located in more than 1,500 offices and laboratories around the globe. Bureau Veritas helps its clients to improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility. Bureau Veritas has been present in the Middle East for more than 50 years and currently has more than 4,000 employees across the region in more than 50 offices and laboratories located in 18 countries.

For more information, visit <https://middle-east.bureauveritas.com>, and follow us on [LinkedIn](#).