

## **MICE**

In its 'pursuit of differentiation', JA The Resort is set apart as a one-of-a-kind experiential getaway – perfect for large-scale conferences, corporate team building programmes, employee incentives, and private events.

Home to three iconic hotels, each unique in their style, location, and offerings, the five-star resort serves as a playground that caters to the diverse requests of international guests and global companies. With the ability to entirely customise a bespoke getaway experience, JA The Resort continues to be distinguished as a world-class hub of culture and creativity.

Only 15-minutes away from Dubai Marina, the destination's accessible – yet strategic – location on the outskirts of the city promises a sense of seclusion and privacy otherwise unachievable in the centre of Dubai. Bringing together comfort and class, the resort's natural landscape provides a stunning backdrop to spaces where locals, expats, tourists, and professionals can meet, create, and educate, only steps away from the shoreline of the Arabian Gulf.

Two of the properties on the resort grounds house their own meeting and event facilities, thoughtfully designed with the individual hotel's overall theme and purpose in mind. JA Lake View Hotel boasts five element-inspired, state-of-the-art indoor meeting rooms — Air, Sky, Water, Earth, and Fire — and one outdoor venue on the Events Lawn. The spaces cater for anywhere from 12 to 120 people, with an abundance of natural daylight, sleek, modern design, high-speed Wi-Fi, and valet parking for added efficiency. The hotel's rooftop bar, Bibé, also doubles as a chic, private event site, offering panoramic views of the resort's surroundings with an air of elegance perfectly suited to an intimate VIP function.

As the original property at the resort, JA Beach Hotel has the capacity to cater for a wide range of meetings and events. With nine indoor venues, each divided into theatre, u-shape, classroom, cabaret, boardroom, banquet, and reception spaces, and six outdoor venues — including the multi-purpose Palmito Garden and iconic Soul Beach — the hotel's facilities can comfortably serve groups of up to 1,800 people. The collection of high-quality rooms has connectable meeting spaces, advanced audio-visual technology, an airy outside terrace, free and fast Wi-Fi, and a separate entrance to the conference room to aid with footfall.

JA Shooting Club, just a three-minute drive away from the main property, offers several corporate and team building sessions with its clay shooting, pistol shooting, and archery activities. The club also houses an Arabic-themed meeting room that can hold up to 50 people, and the on-site restaurant, Smokin' Gun, can be rented out for a private dining experience. The resort's Sports Centre, located on premises, has JA-owned football pitches available for hire



that can accommodate up to 12,000 people. It also boasts three large and two small changing rooms, a clubhouse that holds up to 70 people, and spectator stands that seat 300 members.

Comprising of one-million-square-metres, three five-star accommodations, and personalised, fun-filled activities, JA The Resort maintains its reputation as both an efficient and extraordinary destination for meetings, events, and conferences that guarantees non-stop entertainment and world-class guest service from start to finish.