

Ajman Tourism Welcomes the Fifth Five-Star Hotel - The Oberoi Beach Resort, Al Zorah - to the Emirate

The Pierro Lissoni-designed The Oberoi Beach Resort, Al Zorah will be the first within Al Zorah development

Resort opening is a milestone in the continuous development of Al Zorah as a premium, waterfront lifestyle destination

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The Oberoi Beach Resort, Al Zorah has received the first five-star resort classification from Ajman Tourism Development Department (ATTD) ahead of its official opening as Al Zorah's first waterfront hospitality project opens its doors to the world this week, making it the fifth five-star hotel in the Emirate.

Operated by Oberoi Hotels and Resorts, The Oberoi Beach Resort, Al Zorah, designed by famous Italian architect Pierro Lissoni, is a luxury eco-destination set on white-sand beaches, and in close proximity to azure lagoons and lush mangroves. The resort is located beside 247 acres (one million square metres) of rich ecological wetland around which Al Zorah is centred and offers a 18-hole Nicklaus Design championship golf course, motorised and non-motorised watersports which include among others jet skiing, banana boat rides, boat and fishing trips, kayaking, windsurfing and sailing; amongst several other amenities.

Commenting on the announcement, His Excellency Faisal Al Nuaimi, General Manager of the Ajman Tourism Development Department, said: "We are delighted to welcome The Oberoi Beach Resort, Al Zorah as the first five-star beach resort in the Emirate and the fifth five-star hotel, in addition to 38 other hotels and hotel apartments. Our goal is to develop a tourism sector in line with the aim of making the Emirate the destination of choice for all types of tourists. The addition of this resort, the first within the Al Zorah development, strengthens our appeal as a world-class destination and serves to further enhance the luxury segment of our hospitality sector, which will appeal to both domestic and international tourists. We are confident that this development will help to increase the attractiveness of the Emirate of Ajman, assisting with our efforts and strategic objectives of promoting it as a unique tourism destination both locally and internationally."

Covering an area of 5.43 million square metres, Al Zorah is a mixed-use coastal development situated on 1.6 km stretch of a beachfront. Owned by Al Zorah Development Co., a joint venture between Solidere International Limited and the Government of Ajman, the project combines intricate master planning with the natural environment to create a distinctive luxury destination that will attract visitors and residents from across the region, if not the world.

Imad Dana, Chief Executive Officer, Al Zorah Development Co., said: “The classification of The Oberoi Beach Resort, Al Zorah as a five-star property further strengthens our promise and commitment to attracting the best products and services to the region. Visitors to our destination are already enjoying the 18-hole championship golf course, navigating the development through the completed landscaped roads and infrastructure, the recreational public parks and the soon-to-open Marina 1. Now with the five-star hotel open to tourists and residents, Al Zorah will serve to enhance the UAE’s luxury hospitality sector. Set within a grand destination, the hotel will offer more than just its premises to the visitors but an entire offering of wellness, tranquil yet vibrant waterfront living.”

Al Nuaimi added: “The opening of Ajman’s latest five-star resort in addition to the ongoing development of Al Zorah, as well as a number of additional enterprises, highlights the major tourism and investment projects currently being developed to attract the largest possible number of foreign tourists, which will help increase tourist traffic and footfall to the Emirate.”

A number of incentives have been offered by the Government of Ajman in a bid to attract developers and investors to start their enterprises in the Emirate and Ajman was the first Emirate in the UAE to offer 100% freehold to global investors while the Government of Ajman has spent the last few years concentrating on the development of the Emirate’s real estate sector, generating a tremendous amount of interest in the Emirate as an investment location.

Set a class apart from other developments by its exotic natural mangroves and vast seafront, Al Zorah is a unique lifestyle and leisure destination masterfully crafted by Solidere International.

Al Zorah is a 25-minute drive from Dubai International Airport and 20 minutes from Sharjah International Airport. The development will include world-class hotels and resorts, creek side, seaside and golf side residential communities, commercial space and leisure facilities.