



## **COPYWRITING BRIEF 2015/DUB/2153**

**for**

**JUMEIRAH BODRUM PALACE HOTEL**



**September 2015**

## **HOME PAGE**

### **REFINED BEAUTY, TRANQUILITY AND UNASHAMED LUXURY ON THE MAGNIFICENT AEGEAN COAST**

Situated majestically in Zeytinlikahve Cove on the glorious Aegean coast, this magnificent hotel combines extraordinary natural beauty, with top-end luxury, the very finest service levels and total comfort and seclusion.

Jumeirah Bodrum Palace is a luxury hotel in every way. It is extravagantly designed and consists of 135 rooms made up of luxurious suites, lavishly appointed villas and a breathtaking six-bedroom Palace.

The property covers over 110,000 square metres and is surrounded by outstanding landscaped gardens, which gently amble down the hillside to the Aegean Sea.

There are 110 individually designed suites and villas - and all come with a butler service, Jacuzzi baths and luxurious amenities. Many villas have their own private pools, each offering commanding views over the Aegean Sea.

The hotel boasts a wide range of sophisticated restaurants, lounges and bars. These provide guests with world-class dining, created by award-winning chefs from around the globe.

The tranquil Talise Spa, with 12 treatment rooms, provides exquisite relaxation, pampering and pleasure. Guests can enjoy an extensive range of Classic, Eastern and Turkish treatments, to soothe the mind and body, release stress and indulge the senses.

Our private beach stretches for 1.2 kilometres and is the perfect place to relax and recharge. Our guests can also enjoy parasailing, windsurfing, water-skiing, fishing, sailing and scuba diving. A Scuba Diving School caters for guests who are beginners and require support.

The hotel is ideal for families too, as children can enjoy eight family pools, a castle play area and a dedicated kids club.

Jumeirah Bodrum Palace is only 20 minutes from Bodrum International Airport and 10 minutes from Bodrum Town Centre.

## **ROOMS**

Jumeirah Bodrum Palace has 135 generous suites and villas, each one being custom-designed to the very highest standard. The interiors are sumptuous and have inviting terraces for guests to fully enjoy the breathtaking surroundings.

The Jacuzzi in every Suite and Villa, looks out on to the Aegean.

Guests can expect the highest level of hospitality and comfort, including a 24-hour butler service, designer products, a smart room iPad control system and all transfers in Mercedes S Class vehicles.

### ***PREMIUM SUITE***

Ideal for up to 3 guests, the 90-square metre Premium Suite offers elegant style and luxury.

Guests enjoy a Jacuzzi with a sea view, a business corner, a stunning marble bathroom, separate dressing room, and a delightful private balcony.

### ***GRAND SUITE***

The Grand Suite is relaxing and spacious with a plush environment, providing total comfort and luxury.

These 90-square metre suites are situated on the second floor, and have a private terrace with sea views, French or twin beds, a business corner and direct access to the pool area.

### ***NOBLE SUITE***

The one-bedroom Noble Suite is perfect for up to 3 guests with 120 square metres of tasteful and luxurious accommodation.

There is a private pool on the terrace and both this and the Jacuzzi face the renowned beauty of the Aegean Sea and the beautiful surroundings.

The suite has a private garden, French beds, sofa bed, dressing room and a business corner.

### ***MALDIVIAN SUITE***

You'll be in paradise in this breathtaking suite, set just 20 metres from the warm waters of the Aegean Sea.

With its own private terrace and infinity pool, the 110-square metre Maldivian Suite provides a wonderfully romantic setting with beautiful and tasteful decor, offering space, comfort and tranquillity.

A private butler service and a private cabana on the beach add exclusivity and class.

### ***NOBLE GRAND SUITE***

This exquisite 145-square metre two-bedroom suite is perfect for up to 5 guests, with a king-sized bed in the stylish master bedroom and two single beds in the second bedroom.

The delightful private pool with Jacuzzi on the terrace, enhances the luxurious and tranquil feel of the suite.

### ***MALDIVIAN VILLA***

An exquisite two-storey, Maldivian Villa, with space, luxury and comfort in abundance.

Dripping with romance and pleasure - and ideal for that special and indulgent 'getaway' - this 195-square metre Villa has one extra King bed on the bottom floor, plus a gorgeous private infinity pool and Jacuzzi, with a stunning and uninterrupted view of the Aegean Sea.

### ***SUPREME VILLA***

Treat the family to pure luxury with this spacious two-bedroom Supreme Villa.

This spacious 245 square metre double-storey villa, is ideal for up to 5 guests, with a king-sized bed in the master bedroom, two single beds in the second bedroom and a sofa bed in the ornate living room.

This villa has a beautiful terrace, with magnificent sea views, a patio and sundeck - plus a Jacuzzi alongside a private pool.

### ***MAJESTIC VILLA***

With four individually designed bedrooms, equipped with every possible comfort, this stylish and spacious four-bedroom Majestic Villa provides discerning comfort and extravagance for up to 8 guests.

There are three breathtaking master bedrooms with king-sized beds and a fourth bedroom with two single beds.

The double-storey Majestic Villa offers superb and lavish luxury with a spacious drawing room, fully equipped kitchen and five beautiful bathrooms.

There is a private pool, private cabana and canopy swing on the terrace. Guests also enjoy a golf cart, 24-hour private butler, executive luxury airport transfer, 15-minute treatments in Talise Spa and exclusive chef services.

### ***ROYAL VILLA***

The exclusivity of this sumptuous villa is extraordinary.

Set across a spacious 725 square metres, The Royal Villa provides the ultimate in comfort, with no indulgence too great.

There are three master bedrooms with king-sized beds and two bedrooms with two single beds each.

The villa is perfect for up to 10 guests, who will enjoy magnificent sea views from the private terrace, patio and sundeck.

There's a Jacuzzi and canopy swing on the terrace, private luxury beach cabanas, golf cart, private indoor and outdoor pools, a sauna and a private Turkish Hammam.

Guests are provided with a 24-hour private butler, executive luxury airport transfer and a 15-minute treatment in Talise Spa.

### ***IMPERIAL VILLA***

The Imperial Villa is pure luxury.

A triple-storey, 900-square metre residence with five sumptuous bedrooms and an array of the finest facilities for a memorable stay.

Lavish and tasteful levels of comfort and relaxation are guaranteed with private terrace, patio and sundeck with canopy swing and a private cabana on the beach.

There are indoor and outdoor pools, treadmill and stationary bikes, an intimate private Jacuzzi and sauna, and a finely crafted traditional Turkish Bath.

Guests enjoy executive luxury airport transfer, a 15-minute treatment in Talise Spa and the services of a 24-hour Private Butler.

### ***THE PALACE***

An unrivalled regal residence.

The Palace is a triple-storey, palatial residence with over 2,000 square metres of grandiose design and discerning comfort for up to 12 guests.

There are six deluxe master bedrooms each with king size beds and lavish en-suite marble bathrooms and private indoor and outdoor pools.

Breathtaking extravagance and decadence is everywhere, with royal living and dining rooms, an entertainment patio and sundeck and a private cabana on the private pier. There are canopy swings on the balcony and in the garden, treadmills and stationary bikes.

There is an intimate private Jacuzzi and sauna and a finely-crafted traditional Turkish Bath with warm room.

The Palace also includes three fully-fitted kitchens for guests, butlers and chefs, Guests have access to 24-hour private butler, private staff, chefs and housekeepers, executive laundry, airport transfer, daily newspaper service and daily turndown.

## **RESTAURANTS & BARS**

Whatever your tastes, you can be assured of an astonishing range of world-class cuisine throughout your stay.

Our award-winning chefs have created menus inspired from the four corners of the globe. The diverse selection of 11 restaurants, bars and lounges offer something to suit every mood. You'll find cuisine ranging from Lebanese to Mediterranean to Italian, dishes that are vibrant and elegant - and dishes that are authentic and modern.

There's seafood to sushi, mezzeh to prime cuts and much, much more. There's also a shisha lounge for a perfect relaxing end to a wonderful day.

Children's menus are available in all outlets and our 'Dine-Around' option provides 25% off on all food at Fortunella, Golden Dragon and Sea Grill for half board guests

### ***AL NAFOORAH***

Authentic Lebanese cuisine with delicious local specialities.

An extensive menu of generously portioned traditional Lebanese dishes including mezzeh, shawarmas, mixed meat grills, fresh seafood and delicious oriental desserts.

Shisha with a large variety of best quality flavours is available in the shisha lounge overlooking the beautiful Aegean sea.

### ***FORTUNELLA***

Tantalising cuisine in a breathtaking setting.

Be seduced by wonderful views of the Aegean, while you delight in succulent cuisine crafted from fresh Mediterranean ingredients and delivered with Italian flair.

Enjoy Italian classics including antipasto, salads, pasta dishes, pizzas and classic seafood and meat dishes, together with famous Italian sweets including Tiramisu and Gelato.

### ***GLORIETTE***

Celebrate life with exuberance and enjoy a sumptuous, all-inclusive buffet breakfast or lunch with live cooking stations.

Choose from a wide selection of fresh seafood, authentic Turkish cuisine, Asian and Italian dishes, Middle Eastern favourites and a tantalising selection of cheeses and desserts.

### ***GOLDEN DRAGON***

Stylish and inviting - with exquisite Asian dishes.

There's imagination in the setting and invention on the plate, where the food is rich and elegant, but with a traditional, yet modern feel. Enjoy the freshest sushi and delicious wok dishes from around Asia.

### ***SEA GRILL***

Unwind on the delightful shaded terrace and soak up the incredible panorama and the glittering Aegean Sea, while you choose your meal from a wide international selection of dishes.

Prime meat, fresh fish and seafood are all displayed on crushed ice and all cooked to your personal preference on the open-air grill.

The salad buffet provides a variety of fresh salads, local dips and condiments.

### ***LOBBY BAR & PATISSERIE***

An irresistible location for traditional afternoon tea.

The delightful menu offers an array of local and international teas and coffees, with decadent pastries and chocolates, as well as a light snack menu.

### ***PALACE BEACH BAR & LOUNGE***

A lovely informal al fresco setting for lighter meals and sandwiches, chips and nuts (Kiosk style), plus a fully stocked Pool Bar for that classic cocktail or cold beer.

### ***MUSIC CLUB***

The Music Club has built a top reputation as the place to be in Bodrum, to enjoy the finest live entertainment from top quality global performers.

Marvellously located overlooking picturesque views of the Aegean and the hotel's many pools, this venue stimulates and excites, with regular live music.

### ***POOL BAR***

The Pool Bar provides guests with delicious comfort food and snacks throughout the day, including wraps, sandwiches, salads and burgers. Also available are cocktails, beers and a range of freshly prepared juices.

## TALISE SPA

The palatial Talise Spa has been modelled on a traditional Turkish Hammam and wellness centre. It provides guests with the very finest classic, Eastern and Turkish treatments, including traditional Hamman rituals.

You will be taken on an amazing sensory journey to relax, de-stress and uplift your body and mind. We have 12 treatment rooms, 8 stations, a variety of hydrotherapy rooms, steam rooms and saunas, a state-of-the-art Technogym, plus eight different indoor and outdoor pools.

The pleasures are endless.

Built from marble and exquisitely decorated with dark woods, mosaics and murals, our unique Turkish Hammam is a very special place to relax and experience true indulgence in a beautiful setting.

A Vitamin Bar provides healthy drinks and a nutritious menu.

You will always be in the most caring and capable of hands, with our spa professionals. Relax, let time stand still and immerse your mind and body in the most revitalizing spa experience you will ever have experienced.

A Teen Spa is also available, providing facials and massages for teenagers.



## FACILITIES & SERVICES

From the moment you arrive, to the moment you leave, every member of staff here at Jumeirah Bodrum Palace, is totally dedicated to exceeding your expectations.

We provide the very finest levels of service, unrivalled facilities and a wide selection of exclusive specialised services and offerings available for your pleasure, during your stay with us. Whatever you need - consider it done.

### *The Very Finest Personal Attention*

We are there when you need us - and not there when you don't.

For Villa guests, a dedicated professional Private Butler will be available 24 hours a day, to provide any services that may be required. Guests celebrating special occasions, will also enjoy treats and extras to make the day extra special.

### *The Very Finest Extras in our Villas and Suites*

Everything is geared to provide the ultimate in service and luxury to our guests.

The comfort and unique luxury of our villas and suites, are enhanced by a range of top-of-the-range products and innovations.

The Smart Room Control System allows you to control your surroundings via an iPad mini - and the sumptuous bathrooms, with seasonal bathrobes and cotton slippers, also contain a range of products from the luxury brand, Bulgari.

There is a designer Bugatti kettle and superb Nespresso coffee machine to add that final touch of indulgence.

### *The Highest Quality Facilities*

You will be spoilt for choice when choosing from the huge assortment of luxurious amenities available.

There's a relaxing sauna or a traditional Turkish Hammam: seemingly endless, pools glittering in the sun: a state-of-the-art fitness centre and soothing spa.

And a simply stunning private beach for your exclusive use.

### *Speaking Your Language*

Whatever you want, the answer is 'yes'!

Our totally committed and dedicated concierge team is at your service 24 hours a day, 7 days a week, 365 days a year. Whatever you need, we will do our utmost to get it for you.

Our team speak several languages, including Russian, Arabic, Turkish and English.

### *Luxury Transfers*

Our custom-designed luxury vehicles are at your service for your arrival and departure. During your stay, you can enjoy the exclusive use of our state-of-the-art club cars for any transport requirements you may have.

If you have longer distance travel requirements, private jets and helicopters can be arranged.

### *A Greeting to Remember, an Unforgettable Goodbye*

You will be warmly greeted at the airport, before being personally chauffeured to the hotel. From the airport to the hotel, you will enjoy wet towels and beverages and will be assisted with our in-transit check in.

Upon arrival, you will enjoy a traditional Turkish welcome, with celebratory drinks, homemade lemonade, gourmet chocolates and refreshments.

At the end of your stay, we will say 'au revoir ' to you and wish you luck and a clear path ahead, in true Turkish style.

### *Indulgent Honeymoons*

If you are a couple taking your honeymoon with us, you can be assured of the highest level of pampering for that special time in your lives.

We will spoil both of you, right from the start, with romance, indulgences and personalised gifts. You will enjoy roundtrip airport transfer from Bodrum Airport, an in-transit or in room transfer and a romantic in-room breakfast.

You will both enjoy fresh flowers, romantic room decoration and a special, large honeymoon pillow. You can also expect special custom-made creations from our chef after dinner, as well as a glorious couples' massage in our spa.

## **MEETINGS & EVENTS**

More information required on range of services available.

## WEDDINGS & HONEYMOONS

### A TIMELESS ROMANCE

#### *Indulgent Honeymoons*

We have a place in our heart for honeymooners. If you are a couple taking your honeymoon with us, you can be assured of the highest level of pampering.

We will do our utmost to ensure you enjoy an unforgettable honeymoon.

We will spoil you both right from the start, with romance, indulgences and personalised gifts. You will enjoy roundtrip airport transfer from Bodrum Airport, an in-transit or in room transfer and a romantic in-room breakfast.

We arrange a special tree-planting ceremony, where a tree is planted in your garden and named after both of you.

You will both enjoy fresh flowers, romantic room decoration and a special, large honeymoon pillow. You can also expect special custom-made creations from our chef after dinner, as well as a glorious couples' massage in our spa.

## **ACTIVITIES**

### **Sinbad's Kids Club**

We have a Kids Club at the hotel, designed solely to provide the children with loads of fun during their stay.

Our professionally trained team are in place to keep children entertained and happy at all times - and they will be delighted to arrange parties and birthday celebrations when required.

There's a child-friendly pool, aqua park and playgrounds. Plus, a science club, mini cinema, computer room and a baby room.

### **Beach club with movie nights**

Enjoy the latest movies on movie nights in our fabulous Beach Club.

### **Home Entertainment**

Choose from a wide choice of the latest DVD's in our library and watch them in the comfort and luxury of your own suite or private villa.

## **ABOUT BODRUM**

Bodrum is situated on the southern coast of a beautiful peninsula - and it now widely recognised as one of Turkey's most popular vacation destinations in the Aegean Region.

Originally home of the famous Greek historian Herodotus, the city was called Halicarnassus of Caria in ancient times and was famous for housing the Mausoleum of Mausolus, one of the Seven Wonders of the Ancient World.

Bodrum is a modern, lively and vibrant city, with so much to see and do. It retains its charm, despite the development that has taken place over the years.

Just 2 meters under the narrow streets of Bodrum, you will find over 5,000 years of history. There are many marvellous historical monuments to see - Bodrum Castle, overlooking the Harbour, the Myndus Gate, the Roman Theatre and the Mausoleum.

The castle grounds include a Museum of Underwater Archaeology and this hosts several cultural festivals throughout the year. Bodrum's huge range of sporting and artistic events make the summers truly unforgettable.

Bodrum has a lively, friendly and Bohemian atmosphere and one of the many delights of the city are to relax in one of the many restaurants, dining on fresh seafood and other Aegean specialties.

There are a number of high-quality nightclubs - and Bodrum is renowned for some of the best discos in Europe.

You can get daily ferries to the Greek island of Kos in the summer, and there is a weekly hydrofoil to Rhodes between May and September.

Bodrum also is recognised as a main centre for scuba diving, with several dive centres that rent out equipment and provide diving lessons for the inexperienced individual.

Bodrum is a very special city. It can cast a spell on everyone who visits - no matter what age, nationality or sex.