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Luxury Explorers' Collection expands rental portfolio

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Luxury Explorers' Collection, a leader in the region's luxury holiday home market, is expanding its rental portfolio as part of its new drive for growth in light of a more optimistic outlook of the industry's re-emergence from the pandemic.

Middle East travel and tourism is set to grow by 27.1 per cent this year, slightly behind the global average of 30.7 per cent, according to the latest report from the World Travel and Tourism Council (WTTTC).

The growth rate forecast is ahead of other major tourism regions, such as Europe and Latin America, and represents a year-on-year increase of \$36 billion to the region's economy. WTTTC research also reveals that the Middle East region could see a similar year-on-year rise of 28.1 per cent in 2022, representing a further boost of \$47 billion.

Boasting the most opulent properties in prime locations across the UAE, Luxury Explorers' Collection has placed increased real estate investment at the heart of its growth plan. Additionally, the company is fully focused on enhancing its competitive advantage strategy, which combines stylish accommodation, top-of-the-line amenities and bespoke concierge services.

"Luxury Explorers' Collection is strongly positioned and through increased investment, we are taking prompt action to ensure we play a leadership role, and that we capture the opportunities in the new travel landscape while building our resilience into the future," said Mohammed Sultan, CEO for Luxury Explorers' Collection.

Among its upcoming developments, Luxury Explorers' Collection is geared up for the highly- anticipated debut of an ultra-luxe penthouse in the heart of Dubai Marina. Spread across the entire top floor of the iconic Cayan Tower, the penthouse offers a breathtaking 360-degree panoramic view and a stunningly chic interior to complement the first-rate amenities and the brand's renowned full-service VIP concierge.

Media Coverage

The company, which has a total of 20 listings currently in operation, is also set to unveil multiple villa rentals in other high-end locations in Dubai, including beachfront properties in Palm Jumeirah and a grandiose mansion in Emirates Hills. Luxury Explorers' Collection has recently made headlines when one of its prized Palm Jumeirah villas fetched a record-breaking rental deal at AED 3.88 million.

To this, Sultan highlighted that the company is constantly coming up with innovations to enable them to provide guests with a tailored concierge service for a truly memorable vacation experience.

“We are always in the lookout for new offerings that can help upgrade the amenities we can offer our guests. Our mission is to provide our clients more than a five-star hotel experience – from personal chefs to private butler and staff to the ultimate amenities to the most stringent health and safety protocols – basically all the exclusive perks you could have hoped for, things which are not readily available in hotels,” he added.

The capability of industry players to adapt and re-invent themselves are key amid the positive projections for the sector.

“We have witnessed an inspiring commitment and strength, especially from the UAE government, to help businesses recover and flourish in the current economic climate. It is just fitting therefore that companies do as much as we can to ultimately transform the sector, proactively taking actions to ensure sustained growth in travel and tourism,” Sultan concluded. – **TradeArabia News Service**

www.zawya.com/mena/en/story/Luxury_Explorers_Collection_expands_rental_portfolio-SNG_262947950/