



LUXCREST

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LUXCREST Appointed as Official European Sales Representative for JA Resorts & Hotels



[Images](#)

Europe / Dubai – 02 February 2026

[JA Resorts & Hotels](#) is pleased to announce the appointment of [LUXCREST](#) as its official European sales representation partner.

This appointment supports JA Resorts & Hotels' continued focus on strengthening its presence across key European source markets, reinforcing the brand's long-term commitment to building awareness and demand for its diverse portfolio of resorts and hotels.

Commenting on the partnership, Nina Fleischmann, Managing Director of LUXCREST, said:

"We are delighted to be appointed as the European representative for JA Resorts & Hotels. This partnership reflects a strong alignment between our organisations, and we look forward to working closely with the JA team to support their commercial objectives across Europe, drawing on our market knowledge and established trade relationships."

JA Resorts & Hotels is a UAE heritage hospitality brand with more than four decades of experience, offering a collection of beachfront resorts, golf & mountain retreats, and family-friendly destinations across Dubai, Scotland, and Maldives. The brand is recognised for its authentic approach to nurturing hospitality, sustainability-led practices, and experiences designed for a meaningful time together.

Phil Dickinson, Vice President of Sales at JA Resorts & Hotels, added:

“We are pleased to welcome LUXCREST as our European sales representation partner. Their understanding of the European travel trade and strong network across key markets will play an important role in supporting our growth strategy and strengthening engagement with our trade partners.”

LUXCREST is a Europe-based hospitality representation company providing sales, marketing, and strategic support to a curated portfolio of international hotel and resort brands, with an established presence across major European source markets.

This partnership reflects a shared focus on building long-term value, strengthening market presence, and supporting sustainable growth across Europe.



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Notes to Editors:

For further information, media enquiries or high-resolution images, please contact:

nina@luxcrest.com

Telephone/WhatsApp: +49 1573 4358361

About JA Resorts & Hotels: JA Resorts & Hotels has a widely recognised reputation for excellence in the management and operation of award-winning resorts and hotels. The portfolio now features nine distinct properties across the UAE, Scotland and the Indian

Ocean, each dedicated to curating unique experiences and creating unforgettable memories. For more information, visit JAResortsHotels.com

About LUXCREST: LUXCREST specialises in providing bespoke sales, marketing and communications solutions to some of the world's most exclusive luxury hospitality brands, ensuring exceptional growth and brand prominence in key international markets. For more information, visit LUXCREST.com



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