



## Press Release

# **Emaar Hospitality Group unveils 6 new hotel projects in the UAE and global markets at ATM 2017**

- *Emaar Hospitality Group, which marks its tenth year in operation, now has 26 upcoming projects*
- *Showcases its portfolio of 10 operational hotels and three serviced residences, and other new properties at the premier travel, tourism and hospitality event*

**Dubai, UAE; April 24, 2017:** Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties, today unveiled six new hotel projects as part of its regional and international expansion plans, at the Arabian Travel Market (ATM) 2017.

The new hotels and serviced residences in Dubai, Abu Dhabi and Egypt add to a portfolio of upcoming properties under the three hotel brands of Emaar Hospitality Group – the premium luxury Address Hotels + Resorts, the upscale lifestyle Vida Hotels and Resorts, and the contemporary midscale Rove Hotels.

With 10 operational hotels and three serviced residences already, Emaar Hospitality Group now has a pipeline of 26 upcoming projects, a testament to the home-grown competencies of the Group and its expansion strategy to operate hotels in key locations in high-growth markets.

Announcing the new projects at a press conference in Dubai, Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said the Group's expansion is underpinned by a commitment to deliver superior guest experiences through distinctively branded properties in key markets globally.

"We are marking our tenth decade of operation this year, and in such a short span of time, we have established our reputation as a home-grown Dubai hospitality group with a fast-growing regional and international footprint. The upcoming properties highlight our competencies as a hotel and serviced residences operator, committed to delivering guest-centric lifestyle experiences.

"We have recorded a positive growth year in 2016 and continue to build on the success, with the launch of new properties including Address Boulevard and three Rove Hotels in a span of just nine months, all in Dubai. This demonstrates our focus on not only serving the luxury hospitality market of the city but also to create distinctive brand experiences that appeal to the new millennials and next generation of travellers," added Harnisch.

Emaar Hospitality Group's track-record – with average daily rates and occupancy levels higher than industry average – reflects the strong growth of Dubai's tourism and hospitality sector, said Harnisch. "The Dubai Tourism Vision and Expo 2020 Dubai are strong drivers of growth for the industry, and we will continue to drive our expansion and create a truly world-class infrastructure for visitors to Dubai."



### **New projects in Dubai, Abu Dhabi and Egypt**

Emaar Hospitality Group's new projects include *Address Dubai Creek Harbour* and *Address Residences Dubai Creek Harbour* in Dubai, which will serve as a vibrant hospitality and leisure hub within Dubai Creek Harbour, the 6 sq km mega-development anchored by the iconic new Tower, designed by Santiago Calatrava. The project opens to spectacular views of the waterfront and the Downtown Dubai skyline.

Also under Address Hotels + Resorts are the new *Address Marassi Beach Resort* and *Address Residences Marassi Beach Resort*, which are part of the beachfront Marassi master-planned development by Emaar Misr in Egypt. Emaar Hospitality Group has already signed a management contract to operate Address Marassi Golf Resort + Spa in the same master-development. These add to the upcoming projects of Address Hotels + Resorts in Dubai, Fujairah, Bahrain and Turkey.

Four new projects will be operated under the Vida Hotels and Resorts brand. These include the *Vida Dubai Creek Harbour*, *Vida Dubai Marina* and *Vida Residences Dubai Marina*. Further, Vida Hotels and Resorts marks its expansion to Abu Dhabi with the management contract to operate *Vida Beach Reem Island Abu Dhabi* and *Vida Residences Beach Reem Island Abu Dhabi*, both for Aldar Properties.

Having already expanded with hotel management contracts in Saudi Arabia and Bahrain, Vida Hotels and Resorts is further strengthening its international portfolio with *Vida Marassi Marina* and *Vida Residences Marassi Marina* in Egypt.

Emaar Hospitality Group plans to expand its footprint to other high-growth markets as well as gateway cities such as India and China, and other global gateway cities for the group.

### **Upcoming properties in Dubai**

"While we are focused on international markets, we are also growing our footprint in the UAE to meet the burgeoning demand for hotel rooms – in the luxury, upscale and midscale segments," said Harnisch.

This is reflected in the recent opening of Address Boulevard, the first city lifestyle resort under the portfolio of Address Hotels + Resorts, and three Rove Hotels – Rove Downtown, Rove City Centre and Rove Healthcare City. The Group is on course to open Rove Trade Centre shortly as well as drive the roll-out of six more hotels in Dubai Marina and Dubai Parks and Resorts, among others.

The current portfolio of hotels by Emaar Hospitality Group in Dubai includes Address Boulevard, Address Dubai Mall, Address Montgomerie, Address Dubai Marina, Palace Downtown, Vida Downtown, Manzil Downtown, Rove Downtown, Rove City Centre and Rove Healthcare City.

"An award-winning hospitality and leisure provider, our commitment is to surpass guest expectations. In addition to expanding our portfolio, we are driving the digital transformation of our services to create added value for our guests. Our projects are showcased at ATM 2017 and we look forward to strengthening our partnerships at this premier event, and to highlight our focus on doubling our portfolio by 2020," concluded Harnisch.

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## **Note to Editors**

### **About Emaar Hospitality Group:**

Emaar Hospitality Group LLC is a wholly-owned subsidiary of Emaar Properties PJSC, the Dubai-based global property developer, and manages Emaar's hospitality and leisure projects globally.

Defining its competency in managing mixed-use property developments, Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, golf clubs, polo club, marina and lifestyle dining restaurants.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

Address Hotels + Resorts has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Address offers a more personal and engaging experience to guests in a premium lifestyle environment, enriching the lives of its guests with luxury, style and elegance. Address Hotels + Resorts is set to operate hotels and serviced residences in Egypt, Turkey, Bahrain and other key markets in the region as well as in Dubai.

An upscale lifestyle hotel and residences brand, Vida Hotels and Resorts is for the new generation of business executives, entrepreneurs and leisure travellers. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida hotels are a stimulating environment where style meets convenience and interactivity. Vida Hotels and Resorts has two properties in Dubai and is set to operate hotels and serviced residences in Bahrain, Saudi Arabia, and other key markets in the region as well as in Dubai.

Rove Hotels is a contemporary midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. Designed for the new generation traveller and highly mobile socially connected global nomads who recognise value, stays connected through technology and gravitate towards culturally-inspired surroundings, Rove Hotels are reliable, modern, fuss-free and super-efficient. Rove Hotels has three properties in well-connected locations across Dubai and is set to operate further properties in the city.

The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club.

[www.emaar.com](http://www.emaar.com)

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