



Press Release

Emaar Hospitality Group partners with GHS to strengthen its global network further and to shape the future of lifestyle travel

Dubai, UAE; July 30, 2017: Emaar Hospitality Group, wholly-owned subsidiary of Emaar Properties, the Dubai-based global property developer and key innovative leader in the property industry, has partnered with Global Hospitality Services (GHS) to access its global network to expand its brand reach and customer base in key segments of the market.

Global Hospitality Services will showcase Emaar Hospitality Group to leisure and corporate segments in key strategic markets underlining its service standards and innovative lifestyle experiences.

Emaar Hospitality Group has been at the forefront of innovative and modern lifestyle travel, highlighted by its three hotel brands - the premium luxury hotel and serviced residences brand, Address Hotels + Resorts; the upscale lifestyle hotel and serviced residences brand, Vida Hotels and Resorts; and the new contemporary lifestyle hotel and serviced residences brand, Rove Hotels.

The diverse portfolio is innovative and futuristic as it meets the assorted desires of the modern business and lifestyle traveller. Emaar Hospitality Group is truly shaping the hospitality industry and GHS is proud to be partnering with Emaar Hospitality Group to further strengthen its global brand reach.

Linda Bekoe, VP of Global Sales at GHS supported this as she commented: "At GHS, we enable the power of collaboration and collective capability to open doors and give a global voice to our hoteliers. We are proud to work alongside Emaar Hospitality Group in assisting its brands to further penetrate the market on a global level. The group holds the user experience at its heart, qualifying it to provide the customer with an experience that is second to none. We look forward to leveraging our relationships to provide an extended global platform Emaar Hospitality Group deserves."

The partnership will cover the majority of key global markets such as the Americas, United Kingdom, Europe, India and China.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Since our inception in 2007, we have focused on redefining the hospitality experience and setting new industry benchmarks. Today with a growing portfolio of hotel projects in the UAE and international markets, Emaar Hospitality Group's assets enjoy strong brand awareness and appeal among visitors to Dubai. Through our partnership with GHS, we aim to further build our brand value in key global markets, which will support us in our strategy of expanding our geographic footprint, and strengthening our brand appeal to visitors from our key source markets."

Address Hotel + Resorts, the flagship hotel brand of Emaar Hospitality Group, has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Positioning its messaging as 'Where life happens', Address Hotels + Resorts 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.



Vida Hotels and Resorts is a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers. Vida, meaning 'life' in Spanish, embraces warmth, simplicity and creativity in design-led spaces. Positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive, Vida Hotels and Resorts are a stimulating environment where style meets convenience and interactivity.

Designed for the new generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings, Rove Hotels defines a new niche in Dubai's vibrant hospitality sector. Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart who lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the mindset of the highly mobile socially connected global nomads, who explore without borders.

GHS looks forward to placing the visionary and innovative lifestyle hotel brands of Emaar Hospitality Group on the global market, as it shapes the future of lifestyle travel for all.

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Notes 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 Saudi Arabia, 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

For more information on Emaar Hospitality Group, please contact:

Kelly Home | Nivine William
ASDA'A Burson-Marsteller
+9714 4507 600
kelly.home@bm.com | nivine.william@bm.com

About Global Hospitality Services

Global Hospitality Services is a professional hotel sales and marketing company, launched by hotel sales experts to fulfil the growing need for personalised, innovative hotel sales support in the competitive global marketplace. GHS helps partner hotels to enhance their brand through extensive sales and marketing activities and currently represents over 280 independent hotels worldwide. GHS specialises in corporate sales, together with meetings, incentives, conferences and events, operating in all major cities and active in all markets and key industry events. For more information visit www.g-h-s.com, call 020 7222 0850 or email contact@g-h-s.com

For press enquires: Nadia Abdulla, nadia.abdulla@g-h-s.com