



**Press Release**

## **Emaar opens doors to first Rove Hotel, the ‘Rove Downtown Dubai’**

- *Flagship property of new hotel brand that celebrates the cultural and smart identity of modern Dubai*
- *420-room property in 14-storey building located next door to Downtown Dubai and in easy proximity to Dubai International Financial Centre and Dubai International Convention Centre*
- *A design-influenced, value-lifestyle hotel, Rove Downtown Dubai marks a never-before celebration of Dubai’s uncommon cultural heritage in a hotel setting*
- *Innovative features include free Wi-Fi access; late checkout at 2pm; super-spacious rooms at 26 sqm; pool, sundeck and 24-hour gym; 24-hour self-service laundromat*
- *A stimulating social hub with an inimitable dining destination – The Daily*

**Dubai, UAE; May 4, 2016:** A brand-new hospitality experience opened its doors in Dubai today.

Celebrating the cultural heritage of Dubai in a never-before hotel setting, Emaar Hospitality Group has marked the opening of the first Rove Hotel – Rove Downtown Dubai.

It is the first property under Rove Hotels, a joint venture by Emaar and Meraas, a Dubai-based holding company. A contemporary new midscale hotel and residences brand, Rove Hotels is defined by its cosmopolitan, high-tech, cultural and social outlook – a new niche for Dubai.

The 420-room Rove Downtown Dubai exemplifies all the core values that Rove Hotels will bring to Dubai, as the first of ten planned hotels operational in the city by 2020, seven of which have already been announced.

Just about 20 minutes from Dubai International Airport and located right next to Downtown Dubai, the world’s most-visited lifestyle destination described as ‘The Centre of Now,’ Rove Downtown Dubai celebrates the very pulse of modern Dubai, with its unique approach to delivering high quality hospitality experiences that transcend typical value hotel norms.

Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said: “Rove Downtown Dubai marks the beginning of a new journey for us, inspired by the city of Dubai, past, present and future. It delivers up-to-date convenience packaged in a thoughtfully developed hotel concept that complements Dubai’s booming tourism sector, which welcomes visitors from across the globe.

“Rove Hotels is a concept whose time has truly arrived in Dubai. With the profile and aspirations of the modern traveller changing, it is important that we deliver them the right value experiences while contributing to supporting the Dubai Tourism Vision 2020 to welcome 20 million annual visitors by the turn of the decade.”

He added: “Rove Downtown Dubai is novel on many counts but largely because it sets a new norm in midscale hotel pricing, making it at once affordable yet highly distinctive in its design excellence, location, amenities and fuss-free service.”



### **#Inspirational**

Thoughtfully designed, Rove Downtown Dubai is an uncommon hospitality experience. It welcomes visitors with its design that integrates contemporary urban styles with enriching Arabesque features. Drawing from both Dubai's heritage and its remarkable development over the past few decades, it is conceived as a social and cultural hub for modern-day explorers.

Rove Downtown Dubai offers a hospitality experience that celebrates the city's cultural diversity and modern outlook in understated, authentic and casual elegance. Here, technology is an extension of the lifestyle and efficiency is the essence of service.

Connectivity is key to Rove Downtown Dubai. Leisure guests will be delighted with the ease of access to Burj Khalifa and The Dubai Mall, while business travellers have the perfect space to re-energise at a hotel that is in close proximity to the Dubai International Financial Centre and Dubai International Convention Centre. The hotel also offers ease of access to the Dubai Metro station, and all public transport.

With Rove Downtown Dubai, Emaar Hospitality Group pays ode to the modern traveller, who traverses without borders. Envisaged as a global traveller's hub, it integrates 21<sup>st</sup> century innovation with Dubai's cultural heritage in a thought-provoking and uncommon series of instagrammable moments dotted throughout the hotel.

### **#TreasureTrove**

What truly sets Rove Downtown Dubai apart is its emphasis on celebrating the local culture. From vintage photographs to illustrations, installations and sight-and-sound shows – all drawn from historic and modern Dubai – the cultural context of the hotel will be a refreshing experience for guests and visitors.

The interiors reflect the inspiration that Rove Hotels assimilates from its surroundings with the blend of Dubai's heritage and cosmopolitan outlook with a modern, unexpected twist. Highly design-influenced, it uses its limited service offering to facilitate and encourage interaction and exploration of the venue.

### **#Comfort and #Space**

The 420 rooms in Rove Downtown Dubai are located on 14 floors, and serve as stylised and culturally inclined getaways for guests. Contemporary comfort is the watchword with all rooms being a spacious 26 sq metres, with designer mattresses, and a modern bathroom complete with power rain showers.

The rooms also feature 48-inch TV screens with media hub and free Wi-Fi. In addition, a third of the rooms are interconnecting, making Rove Downtown Dubai a family-friendly destination, with comfortable yet affordable accommodation.

### **#Connectivity**

Rove Downtown Dubai is designed for the tech-savvy and socially networked generation with 'effortless connectivity' being extended across the guest journey. These include a self-check-in station that eliminates waiting time and the convenience of 2pm check-outs as standard. The hotel also has a 24-hour self-service laundromat, boutique convenience store, luggage lockers and safety deposit boxes, all of which add to the independent lifestyle Rove Hotels offers guests.



### **#TheDailyAtRove**

The state-of-the-art services in Rove Downtown Dubai are counterbalanced by the dining option within the hotel, ensuring that it lives up to its standing as a culturally stimulating social hub. Visitors can head to The Daily - an all-day neighbourhood hangout with quality coffee and healthy comfort food inspired from across the globe served till late.

### **#MeetAtRove**

For business guests, Rove Downtown Dubai offers flexible setups for meetings, events, networking and digital hangouts, with well-connected meeting rooms that can soon be booked online by the hour. A 'Pit Stop' is also offered for more relaxed gatherings. Lunch options during business events include grab and go bento boxes or dining at the neighbourhood hangout. Coffee, tea and water are complimentary.

### **#Relax**

Rove Downtown Dubai also offers a choice of leisure amenities which cultivate a peaceful ambience within the hotel. These include a 24-hour gym for those more active Rovers, and a welcoming pool and sun deck for those looking to relax and unwind.

### **#RoveDowntown**

The launch of Rove Downtown Dubai underlines the full spectrum of Emaar Hospitality Group's lifestyle experiences offered through its other popular brands, The Address Hotels + Resorts, Vida Hotels and Resorts, and now, Rove Hotels. Designed for the young and young at heart, Rove Hotels defines a new niche in the hospitality sector offering reliable, modern, fuss-free, and efficient service.

Ten Rove Hotels are being planned in the coming years in central locations in Dubai. Rove Hotel's distinctive positioning makes it the go-to destination for the value conscious traveller or the Rover.

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### **Note to Editors**

#### **About Rove Hotels:**

A contemporary new midscale hotel and residences brand that reflects the pulse of modern Dubai, Rove Hotels - a partnership between Emaar Properties and Meraas – is developed by Emaar Hospitality Group in key locations in the city. 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.

Offering lifestyle inspired hospitality experiences, Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart, who, much like the residents of Dubai, lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the values and mindset of the warm-hearted, highly mobile socially connected global nomads, who explore without borders.

With a focus on design, urban life and uplifting experiences, Rove Hotels assure total harmony with seamless guest service, the highest aesthetic standards in design and superior comfort.

The first project in the Rove Hotels portfolio is Rove Downtown Dubai, centrally located in the city near the business and lifestyle centres of Dubai. Other upcoming properties will be located in Al Jafiliya, Oud Metha, Port Saeed, Dubai Marina, Satwa and nearby to Dubai Parks and Resorts.

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