



**Press Release**

**7<sup>th</sup> property under Rove Hotels in Dubai**

**Emaar unveils Rove Satwa, also featuring innovative mid-market branded residence ‘Rove Home’**

- *Two-tower development, a first for Rove Hotels, with dedicated hotel and serviced residences*
- *480-room hotel located centrally with direct link to Dubai International Convention Centre and Dubai International Financial Centre*
- *Rove Home Satwa to feature 157 serviced residences in Satwa neighbourhood*

**Dubai, UAE; April 25, 2016:** Emaar Hospitality Group, the hospitality and leisure subsidiary of global developer Emaar Properties, today announced the launch of Rove Satwa, the seventh property under Rove Hotels, the new mid-market, new generation lifestyle brand.

A joint venture of Emaar and Meraas, a Dubai based holding company, Rove Hotels plans to roll out 10 hotels in Dubai by 2020 with over 2,660 rooms, unfolding a brand-new, contemporary mid-market hotel concept that will support the Expo 2020 Dubai.

Rove Satwa, located centrally in the Satwa neighbourhood with direct links through a walkway to the Dubai International Convention Centre and Dubai International Financial Centre, also marks the introduction of the first serviced residences under the Rove brand, named Rove Home.

An elegantly designed two-tower development, another first for Rove Hotels, will feature two dedicated towers – one for the 480-room Rove Satwa hotel and the other for the Rove Home Satwa with 157 branded residences.

Announcing the launch of Rove Satwa and Rove Home Satwa at the Arabian Travel Market (ATM 2016), Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said the seventh property under Rove Hotels complements the Dubai Tourism Vision 2020, announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai.

“Rove Hotels addresses the growing need of the fast-growing value-conscious leisure and business travellers by offering them a value hospitality experience in central locations in the city. Serving as a smart, cultural hub for visitors, Rove Satwa will appeal to the value conscious, socially connected generation and modern traveller who explores without borders,” he said.

Chris Newman said the introduction of the Rove Home branded residence concept with Rove Home Satwa builds on the strong demand for value housing in Dubai. “We are pushing the boundaries in the affordable home sector with Rove Home Satwa, where investors have two advantages: the first is the opportunity to own a thoughtfully designed home at their price-points in a central location, and the second is to enjoy the fuss free service offered by Rove Hotels.”



Rove Satwa will feature all the distinguishing characteristics that make Rove Hotels an aspirational midscale brand. It will offer effortless connectivity, assured by the central location and ease of access to the Dubai Metro and public transport.

Further, Rove Satwa will also celebrate Dubai's cultural heritage through thought-provoking artworks, specially commissioned for the hotel, by Emirati and local artists. This integration of local culture and arts into the hotel's ethos assures a series of Instagrammable moments that will appeal to the culture-conscious, trendy global traveller.

The interiors of Rove Satwa and Rove Home Satwa draw influences from the neighbourhood, defined by Dubai's heritage and modern outlook. All rooms are designed to deliver contemporary comfort and are spacious at 26 sq metres. Designer mattresses, a modern bathroom with power rain showers, 48-inch TV screens with media hub and free Wi-Fi are other essential features.

Designed for the tech-savvy generation, Rove Satwa and Rove Home Satwa will assure effortless connectivity throughout the guest journey. A Rove App will serve as a self-serve check-in station for the hotel, while late 2pm checkouts add to the traveller's convenience. The hotel will also have a 24-hour self-service laundromat, boutique convenience store, luggage lockers and safety deposit boxes.

The Daily, the inimitable dining out destination at Rove Hotels, will feature at Rove Satwa too, serving as a culturally stimulating social hub. It serves as an all-day neighbourhood hangout with quality coffee and healthy comfort food inspired from across the globe served till late.

There will be flexible setups for meetings, events, networking and digital hangouts, through well-connected meeting rooms that can soon be booked online by the hour. A 'Pit Stop' is another specialty that is designed for more relaxed gatherings. A 24-hour gym, a welcoming pool and sun deck are other amenities for a relaxed lifestyle.

The Rove Hotels brand is simple yet inspirational, and forever true to its multi-cultural Dubai roots. Its hotels provide a social and cultural hub for international explorers, where efficiency and fuss-free are at the heart of the offering.

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#### **Note to Editors**

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

A hotel 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 as a contemporary new midscale hotel and residences brand.

Offering lifestyle inspired hospitality experiences and positioning its messaging as 'Exploring Without Borders', 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 adjacent to Dubai Parks and Resorts.

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

**For more information, please contact:**

Kelly Home / Nivine William

ASDA'A Burson-Marsteller

+9714 4507 600

[kelly.home@bm.com](mailto:kelly.home@bm.com); [nivine.william@bm.com](mailto:nivine.william@bm.com)