



Press Release

Emaar Hospitality Group unveils Rove Trade Centre in the heart of Dubai's central business district

- *Rove Trade Centre is the fourth property to open under Rove Hotels, a contemporary lifestyle brand*
- *Next to the Dubai World Trade Centre, the Rove Hotels property is seated at the juncture of Dubai's thriving business centres – both old and new*
- *Walking distance from Dubai Metro, Rove Trade Centre offers easy access to Downtown Dubai, DIFC, City Walk and the Satwa neighbourhood*
- *With its unique design, Rove Trade Centre has 270 rooms, 30% of them interconnecting*

Dubai, UAE; June 18, 2017: Rove Hotels, the contemporary lifestyle brand by Emaar Hospitality Group, has unveiled its fourth hotel, with a focus on the fast-growing meetings, incentives, conferences and exhibitions (MICE) tourism sector of Dubai.

The home-grown Dubai hotel brand continues to offer strong value for business and leisure travellers, as Rove Trade Centre joins the portfolio of three other operational properties under Rove Hotels – Rove Downtown, Rove City Centre and Rove Healthcare City – all enjoying strong occupancy levels.

Six more Rove Hotels are being developed, also in strategic locations across the city, each meeting the needs of visitors from across the world seeking value lifestyle experiences in Dubai. This will take the total number of rooms under Rove Hotels, developed as a joint venture between Emaar Properties and Meraas Holding, a Dubai-based holding company, to over 3,700 by 2020.

Rove Trade Centre, as the name underlines, is defined by its location next to the Dubai World Trade Centre, which has an impressive calendar of big events throughout the year. Moreover, the new hotel is only 10 minutes away from the Dubai International Airport, and near the Dubai International Financial Centre, Rove Trade Centre is situated at the intersection of the two commercial hubs of the city – the traditional hubs of Bur Dubai and the fast-emerging new central business district.

Offering a design-influenced lifestyle experience for value-conscious business travellers, Rove Trade Centre has 270 rooms and will also appeal to leisure travellers who can access Dubai's leading tourism, retail, food and beverage, and leisure destinations such as Downtown Dubai, City Walk and the Satwa/Jafiliya and Karama neighbourhoods.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Rove Hotels addresses a very clear industry requirement: the need to offer contemporary lifestyle hospitality experiences for value conscious business and leisure travelers visiting the city. We will continue to develop hotels in central locations, assure hyper-connectivity and mobility through Metro and public transport, and deliver lifestyle amenities that are relevant to our guests."

He added: "Rove Trade Centre, like all other operating Rove Hotels, also brings a unique positioning to the market. Dubai's MICE sector is reporting robust growth, and with the preparations of Expo 2020 gaining momentum, the city is welcoming business professionals who are discerning yet value conscious. Rove Trade Centre is uniquely positioned for welcoming MICE visitors as well as business guests and leisure travellers offering them the distinct Rove experience, complemented by its central location and tech-driven environment."

ROVE HOTELS

As with all Rove Hotels, Rove Trade Centre also has its own unique design, and it employs art to tell stories that offer Instagrammable moments throughout the hotel. Of the 270 rooms, 30 percent are interconnected, adding the convenience of families. Every room has a 48-inch interactive TV screen with a smart media hub that serves as the perfect fit for the tech-savvy traveller. Free Wi-Fi access, comfortable mattresses, sofa beds for extra guests, mini-fridge, safety locker and a modern bathroom with power rain showers are standard.

With the needs of business guests in mind, Rove Trade Centre offers smart services for the modern traveller including the convenience of late check-out at 2pm. A 24-hour gym, a welcoming pool and sun deck cultivate a relaxing ambience. The hotel also has a 24-hour self-service Laundromat, boutique convenience store, luggage store rooms and safety deposit boxes, all adding to the independent lifestyle of its guests.

Rove Trade Centre also feature The Daily, the much-admired all-day neighbourhood hangout at Rove Hotels properties, with quality coffee and healthy globally inspired food served till late.

The hotel also offers flexible set-ups for meetings and events with well-connected meeting rooms. Guests can choose their space of choice for meetings and networking events which can be booked by the hour. A Pit Stop is also offered for more relaxed gatherings. The Daily is available for lunch during meetings. Coffee, tea and water are complimentary.

Rove Hotels are for the modern nomad who roams freely, and is interested in exploring the city's identity, as well as for those who travel for business or leisure.

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Note to Editors

About Rove Hotels:

A contemporary lifestyle hotel and residences brand that reflects the pulse of Dubai, Rove Hotels, a joint venture between Emaar Properties and Meraas Holding, is developed by Emaar Hospitality Group.

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.

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

Rove Hotels has three properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City and Rove City Centre. Other properties will be located in Dubai Marina, Satwa and nearby to Dubai Parks and Resorts.

www.rovehotels.com

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