



Press Release

Rove Hotels, Dubai's smart new hotel brand for the modern traveller to roll out in 10 central locations by 2020

- *Developed by Emaar Hospitality Group for the joint venture of Emaar Properties and Meraas Holding to support Dubai's Tourism Vision 2020 and World Expo 2020*
- *Designed as cosmopolitan and smart cultural havens, Rove Hotels reflect the pulse of modern Dubai to assure lifestyle-inspired value hospitality experiences*
- *For the young and young at heart, Rove Hotels define a new niche in the hospitality sector offering reliable, modern, fuss-free, efficient and stable service*
- *Rove Za'abeel, the first property, marks significant progress in construction*
- *Upcoming Rove Hotels properties in Al Wasl, Port Saeed, Al Jafiliya, Oud Metha and Dubai Marina*

Dubai, UAE; January 14, 2015: Modern, cosmopolitan, smart and cultural, the essence of Dubai's identity, finds an unmatched expression in a contemporary new mid-market lifestyle hotel brand, Rove Hotels that will roll out 10 properties across central locations in Dubai and the region by 2020.

Developed by Emaar Hospitality Group, the hospitality and leisure subsidiary of global developer Emaar Properties, and Meraas Holding, a Dubai-based leading development company, Rove Hotels celebrate the very heartbeat of the city with its unique approach to deliver value hospitality experiences for the young and young at heart global traveller, who explores without borders.

Meaning 'to traverse,' Rove infuses 21st century innovation with sophistication and historical enrichment to deliver an unparalleled experience. Drawing inspiration from both Dubai's heritage and its remarkable leaps of achievement, the properties serve as tech-savvy, social and cultural hubs for international explorers.

Stylishly designed by incorporating contemporary and Arabesque features, smartly configured and effortlessly connected, Rove Hotels are for the modern, attentive, value-conscious and socially networked generation as well as families who cherish reliable, modern, fuss-free and friendly guest experiences assured through effortless check-in and late check-out at 2pm, among other amenities.

Providing all essentials and incredible value across all touch-points, Rove Hotels will appeal to the savvy traveller, who leads a fast-paced urban life, keeps things simple and is constantly on the go. The properties integrate the value and simplicity and leverages smart connectivity to provide efficiency and authenticity, always.

Philippe Zuber, Chief Operating Officer of Emaar Hospitality Group, said the new hotel brand 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, to welcome over 20 million annual visitors by the turn of the decade.



“To be set in central destinations and bringing a distinctive new lifestyle inspired value hospitality experience, Rove Hotels will also support the preparations and hosting of the World Expo 2020. We have made significant progress with our first project – Rove Za’abeel – while five other properties will open in the coming years in Al Wasl, Port Saeed, Al Jafiliya, Oud Metha and Dubai Marina,” added Mr. Zuber.

All Rove Hotels reflect the core attributes of the dynamic lifestyle brand. They have a contemporary and urban design with Arabesque elements and display local art-pieces throughout the public areas. This, complemented with a high-tech environment, help make instant connections with guests.

The rooms are spacious at 26 sq metres and feature a 42 inch TV screen complete with media hub, designer mattresses and a modern bathroom. Nearly half the rooms are interconnected making Rove Hotels a family-friendly destination, allowing families comfortable yet affordable accommodation options.

Innovative services include an e-Concierge application provided on smartphones and a self-check-in station eliminating waiting time in addition to the convenience of late check-outs. A 24-hour gym, a welcoming pool and sun deck cultivate a relaxing ambience. All hotels will also have a 24-hour self-service Laundromat. For effortless connectivity, all hotels are located in easy access to the public transport including the Dubai Metro, bus and tram stations.

The hotels also serve fresh, locally produced culinary creations full of flavour and will have distinctive dining out destinations that appeal to all. The all-day dining outlets at the hotels are fully integrated with the community offering a thoughtful selection of food and beverages reflecting multiple cuisines including Arabic, Western and Asian. They are ideal as an occasion spot, a place for a coffee to go, an early morning breakfast, a terrace lunch, a snack over emails, a relaxed after-work gathering or dinner with friends and family.

To further add to the guest’s convenient experience, Rove also has a convenience store that provides 24- hour services showcasing a range of day-to-day amenities, fresh food and the choicest snacks.

Only 20 minutes from the Dubai International Airport and directly opposite The Dubai Mall, the world’s most-visited and largest retail and entertainment destination, Rove Za’abeel will feature 420 rooms in 14 floors, providing a stylized, culturally inclined and connected getaway for guests. The foundation works have been completed with scheduled opening in 2015.

Emaar Hospitality Group is defining a new niche with Rove Hotels that will complete the spectrum of lifestyle hospitality experiences offered through its other popular brands, The Address Hotels + Resorts and Vida Hotels and Resorts.

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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, which manages Emaar’s hospitality and leisure projects across the region. Emaar Hospitality Group owns and manages a diversified portfolio of hospitality assets including hotels, serviced residences, golf retreats, a polo and equestrian club, lifestyle dining outlets and the Dubai Marina Yacht Club.

ROVE HOTELS

The Address Hotels + Resorts, the five star hotel brand launched by Emaar Hospitality Group, brings a fresh identity to the hospitality and service sector of Dubai and the region. Vida Hotels and Resorts, a brand under Emaar Hospitality Group, is a refreshingly different hotel concept for the new generation of business executives, entrepreneurs and leisure travellers. Manzil Downtown Dubai, managed by Vida Hotels and Resorts, which marked its opening in 2015, is defined by its contemporary Arabesque design elements and elegant décor that embodies the region's cultural identity, and a diversity of culinary choices resonating the flavours of the Arab world. Rove Hotels, a new generation hotel brand targeting the fast-growing segment of value-conscious leisure and business travellers, is being developed by Emaar Hospitality Group for the joint venture of Emaar Properties and Meraas Holding. The new brand featuring an innovative authentic style will offer complete functionality, comfort and effortless service, defining its niche as the 'best value' hotels in Dubai.

Emaar Hospitality Group manages a number of food and beverage venues across its hotel and leisure portfolio, and has expanded into the management of independent restaurants.

About Meraas Holding:

Meraas Holding is a Dubai-based development company with operations and assets in the UAE and overseas. The company has established itself as a key innovator in UAE and follows a clear mandate to strengthen Dubai's global position. Through its portfolio of refreshingly innovative landmark concepts, Meraas aims to redefine industries across multiple sectors. Meraas has also forged collaborative relationships with key partners who will add value to its offering. The company has launched several projects in the tourism, retail, leisure and entertainment sectors.

About Rove Hotels:

A hotel brand that reflects the pulse of modern Dubai, Rove Hotels are developed by Emaar Hospitality Group through a partnership between Emaar Properties and Meraas Holding 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 value 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 will be 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 Rove Hotels property will commence operation in 2015 in Za'abeel, centrally located in the city near the business and lifestyle centres of Dubai. Other upcoming properties will be located in Al Wasl, Al Jafiliya, Oud Metha, Port Saeed and Dubai Marina.

For more information, please contact:

Kelly Home / Nivine William

ASDA'A Burson-Marsteller

+9714 4507 600

kelly.home@bm.com; nivine.william@bm.com