



EXPO 2020 إكسبو 2020  
دبي، الإمارات العربية المتحدة  
DUBAI, UNITED ARAB EMIRATES

For Immediate Release  
08 August, 2018

Press Release

## Expo 2020 selects Emaar Hospitality Group as its Official Hotel and Hospitality Partner

- Emaar Hospitality Group becomes Expo 2020 Official Hotel and Hospitality Partner
- Agreement includes hospitality for world leaders and Expo's special ticket holders
- Traditional Emirati hospitality on Expo's site and in Emaar's hotels and restaurants

**DUBAI, 08 August, 2018** – Millions of visitors to Expo 2020 Dubai, including global leaders, will enjoy world class hospitality after organisers today unveiled Dubai-based Emaar Hospitality Group, the hospitality and leisure subsidiary of global developer Emaar Properties, as its newest Official Partner.

One of the most successful homegrown hospitality groups in the Middle East, Emaar Hospitality Group will provide authentic experiences with a strong local flavour at various locations across the Expo 2020 site, including VIP clubs and lounges, as well as in its hotels and restaurants in Dubai.

As the Official Hotel and Hospitality Partner, Emaar Hospitality Group will be responsible for providing exceptional service to Expo 2020's special ticket holders. The Group will also operate a number of other experiences across the Expo site.

In addition, Emaar Hospitality Group will showcase trends and innovations in the hospitality industry.

**Rolando Martins, Chief Visitor Experience Officer, Expo 2020 Dubai**, welcomed the partnership as a key element in providing millions of visitors to the Expo with an exceptional experience, as well as an opportunity to leave a lasting legacy for UAE tourism.

**He said:** "The hospitality experience at Expo 2020 is an opportunity to showcase this important aspect of the Emirati identity and culture. Emaar Hospitality Group has a record of warmly welcoming millions of visitors to Dubai every year – many of whom return again and again, which makes them the ideal hospitality partner.

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“Emaar Hospitality Group will continue to provide an exceptional hospitality experience that wows all of Expo 2020’s visitors, including world leaders, encouraging them to return to Dubai and the UAE, creating long-lasting benefits for the entire tourism industry.”

**Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group**, said: “Emaar Hospitality Group has paved the way for creating an innovative hospitality landscape in Dubai, offering a range of experiences, from luxury to contemporary midscale. I am delighted that we have been awarded Expo 2020 Dubai’s Official Hotel and Hospitality Partnership. My team worked hard towards this achievement and I thank them for their commitment and dedication.

“In our role, we focus on providing an exceptional level of hospitality that will encourage visitors from across the world to return and experience everything that Dubai and the UAE have to offer. Expo 2020 will further strengthen Dubai’s position as one of the world’s most open and technologically advanced cities. We are delighted to be part of this journey.”

Emaar Hospitality Group owns and manages a portfolio of hospitality assets and brands that includes Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels. The group, which was established in 2007 as a subsidiary of Emaar Properties, also operates a number of serviced residences, golf retreats, a yacht club, a polo and equestrian club, and restaurants. Emaar Hospitality Group’s personal, innovative and memorable experiences have helped guide Dubai’s fast-growing tourism landscape.

Dubai’s Tourism Vision 2020 has set a goal to welcome 20 million visitors annually by 2020. In 2017, Dubai welcomed 15.79 million visitors, an increase of 6.2 per cent compared to the previous year.

Expo 2020 Dubai expects to welcome 25 million visits during the six months of the event, from 20 October, 2020 to 10 April, 2021. About 70 per cent of visitors are projected to come from outside the UAE – the highest international proportion in the 167-year history of World Expos.

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### **About Expo 2020 Dubai**

Expo 2020 Dubai is guided by the belief that innovation and progress are the result of people and ideas combining in new ways. For six months from 20 October, 2020, Expo aims to bring together 180 countries and millions of people to celebrate human ingenuity: ‘*Connecting Minds, Creating the Future*’.

- During the six months from 20 October, 2020 to 10 April, 2021, we expect millions of people to visit Expo
- About 70 per cent of all visitors are anticipated to come from outside the UAE – the largest proportion of international visitors in Expo history

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- We aim to create and deliver an inclusive and global Expo with more than 200 participants, including nations, multilateral organisations, businesses and educational institutions
- Expo 2020 also has an ambitious volunteer programme, which aims to include more than 30,000 volunteers from a wide range of ages, nationalities, cultures and backgrounds
- The Expo site covers a total of 4.38 sqkm, including a 2 sqkm gated area. It is located adjacent to Al Maktoum International Airport in Dubai South
- Expo 2020 Dubai is the first World Expo to take place in the MEASA (Middle East, Africa and South Asia) region

Visit: [www.expo2020dubai.com](http://www.expo2020dubai.com)

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### **About World Expos**

In 1851 the Crystal Palace was the centrepiece of London's Great Exhibition – the first World Expo. It celebrated the man-made industrial wonders of a rapidly changing world. Architecture, contents and a theme, 'Industry of All Nations', were combined to create a big idea of nations meeting nations in shared technological and commercial progress. In more recent years, participants in World Expos, including governments, international organisations and companies, have gathered to find solutions to universal challenges and to promote their achievements, products, ideas, innovations, their national brand, and their nations as destinations for tourism, trade and investment.

World Expos are held under the auspices of the [Bureau International des Expositions \(BIE\)](#), the intergovernmental organisation responsible for overseeing and regulating international exhibitions ('Expos') and for fostering their core values of Education, Innovation and Cooperation. Today, four types of Expos are organised under the BIE's auspices: World Expos, Specialised Expos, Horticultural Expos and the Triennale di Milano.

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### **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

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operate hotels and serviced residences in Saudi Arabia, Egypt, Turkey, Bahrain, Maldives and other key markets in the region as well as in the UAE.

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 Abu Dhabi, Sharjah, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC. 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 five 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](http://www.emaar.com)

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