



Press Release

Third property under Rove Hotels after Rove Downtown Dubai and Rove City Centre

Rove Healthcare City offers the best of business and leisure in Dubai's centrally located neighbourhood

- *Located next to Dubai Healthcare City, the hub for medical professionals and visitors, Rove Healthcare City will deliver value-lifestyle choices for guests*
- *A design-influenced property with 286 rooms it is only 10 minutes away from Dubai International Airport, Dubai World Trade Centre, Downtown Dubai and DIFC*
- *Close proximity to the established neighbourhoods of Satwa, Karama, Bur Dubai and Deira makes it an ideal social hub offering effortless access to a wide range of shopping & leisure*
- *Hyper-connected location next to Dubai Metro, Rove Healthcare City has easy access to the city's main motorway and is in close proximity to cinemas, malls and leisure attractions*
- *Standard Rove features include free Wi-Fi access; late checkout at 2pm; pool, sundeck and 24-hour gym; 24-hour self-service laundromat and interconnecting rooms*

Dubai, UAE; January 31, 2017: Dubai Healthcare City, the hub for medical enterprises, healthcare facilities and medical education, now has a new design-influenced, value-lifestyle hotel adjacent to it, which will appeal in equal measure to business and leisure guests as well as wellness tourists, with Emaar Hospitality Group opening doors to Rove Healthcare City.

Rove Healthcare City is the third property under Rove Hotels, a contemporary mid-scale lifestyle brand, and its unveiling follows the opening of Rove Downtown Dubai and Rove City Centre, with the focus on assuring an authentic and engaging customer experience.

The unique selling proposition of Rove Healthcare City is its location, which is only 10 minutes from Dubai International Airport, Dubai World Trade Centre, Downtown Dubai and DIFC. In close proximity to the established neighbourhoods of Karama, Satwa, Bur Dubai and Deira, the hotel offers guests effortless access to a wide range of shopping and leisure options that are conventionally part of the tourist itinerary.

Like all Rove Hotels, Rove Healthcare City's elegant design and central location is further highlighted by hyper-connectivity – walking distance from Dubai Metro, easy access to the main motorway and a hop stop away from cinemas, Wafi Mall and Lamcy Plaza, and leisure attractions.

The unique character of the location, away from the bustle of the city, yet centrally placed near major business headquarters, cultural clubs, hospitals, educational institutions and residential neighbourhoods makes Rove Healthcare City a destination of choice for tourists and for an evening out for local residents.

The 286-room hotel, 30 percent of the rooms interconnected for the convenience of families, will also serve as a stimulating cultural hub, where the young and trendy can get together for a social evening, and for families to enjoy quality time with friends and loved ones.



Assuring simplicity, flexibility, authenticity and fuss-free service – the hallmarks of Rove Hotels, it will also celebrate its unique cultural idiom, where it takes inspiration from the neighbourhood, which is dotted with green parks, the children’s city, and the Dubai Creek, within walking distance.

Rove Healthcare City also serves as a venue of choice for business events and Continuing Medical Education (CME) training programmes, which will appeal to healthcare companies, distributors and others seeking to engage medical professionals in Dubai Healthcare City. Its proximity to Rashid Hospital and the American Hospital means guests of in-house patients, especially wellness tourists, will have a comfortable place to stay.

The new property will also be an ideal venue for artists who perform at the cultural venues nearby such as the Alliance Française, Al Nasr Leisureland, British Council, India Club and Iranian Club, among others. Rove Healthcare City will also appeal to the nearby international schools as well as the business headquarters located in the neighbourhood for hosting their guests.

As with all Rove Hotels, there are standard features including free Wi-Fi access; late checkout at 2pm; swimming pool, sundeck and 24-hour gym; 24-hour self-service laundromat and interconnecting rooms.

Chris Newman, Chief Operating Officer of Emaar Hospitality Group, said: “Rove Healthcare City is a unique property that caters to the needs of the business community and visitors to the Dubai Healthcare City and the surrounding neighbourhoods. The location has a unique dynamic, being home to hospitals, schools, social and cultural clubs, family parks and malls. Tucked away from the bustle of the city yet in a central location, the area demanded a hotel that assures guests true value hospitality experiences. We deliver that with Rove Healthcare City.”

He added: “The hotel upholds all the features that Rove Hotels are now known for and sought after by guests. In addition to offering a cultural ambience that will appeal to visitors, we are creating unique meeting venues for business guests. We have taken into consideration all the diverse needs of the different establishments in the locality to create a property that will be their first choice for business meetings and socializing.”

Seven Rove Hotels have been announced with another three more to open by 2020. In all, the 10 Rove Hotels will add over 3,700 rooms, in central locations across the city, just in time for Expo 2020 Dubai.

#Location – 10 minutes away!

Rove Healthcare City celebrates the philosophy behind Rove Hotels – ‘Exploring Without Borders’. It is strategically positioned in a central business zone within a 10 minute drive of Dubai International Airport and in close proximity to Dubai Healthcare City. It offers effortless access to the established neighbourhoods of Karama, Satwa and Deira, and is in easy proximity to hospitals, educational centres, business headquarters of leading entities and cultural clubs. A hyper-connected location with easy access to Dubai Metro and the city’s main motorway means key financial and entertainment destinations are never more than a 10 minute drive away.

#Comfort

The 286 rooms are located on 11 floors. Each room comes with a 48-inch interactive TV screen and a smart media hub - ideal for the tech-savvy traveller. The rooms have free Wi-Fi access, designer mattresses, sofa beds for extra guests, electricity points to accommodate all international plugs, a convenient mini-fridge, a large safe, and a modern bathroom with power rain showers.



#Convenience

Rove Healthcare City offers smart services for the modern traveler including self-check-in stations and 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 complementing the fuss-free lifestyle of its guests.

#Dine at The Daily

Rove Healthcare City lives up to its reputation as a social hub. The Daily Healthcare City is an all-day neighbourhood hangout where you can eat in or 'grab and go' with quality coffee and healthy globally inspired food served till late. Its cuisine will also reflect the needs of the local residents with a choice of Indian and Asian cuisine being served.

#Events@Rove

Rove Healthcare City offers flexible set-ups for meetings and events with well-connected meeting rooms. Guests can choose their space of choice for meetings, digital hangouts, or networking events which can be booked by the hour. A Pit Stop is also offered for more relaxed gatherings. Lunch options during meetings include 'grab and go' catering options or dining at the neighbourhood hangout. Coffee, tea and water are conveniently offered as complimentary.

Rove Hotels are for the modern nomad who roams freely, seeking out the nuances of the city's culture and modern identity, as well as for those who travel for business or leisure. Its 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 properties will be located in Dubai Healthcare City, near City Centre Deira, Dubai Marina, Satwa and nearby to Dubai Parks and Resorts.

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