



Press Release

Rove Hotels expands presence to Ras Al Khaimah; announces Rove Al Marjan Island in prime beach location

- *Rove Hotels, developed as a joint venture between Emaar Properties and Meraas, is a contemporary midscale brand for the new generation travellers*
- *Rove Al Marjan Island to occupy a prime beach location on Al Marjan Island, an integrated master-planned leisure community with sandy beaches and a rich array of lifestyle attractions*
- *The 450-room hotel will serve as a vibrant social hub for the leisure market*

Dubai, UAE; April 19, 2018: Rove Hotels, the contemporary midscale hotel brand and a joint venture between Emaar Properties and Meraas, today announced its expansion to Ras Al Khaimah, with the first Rove hotel in the emirate in Al Marjan Island.

A spectacular four-island development, Al Marjan Island is at the heart of Ras Al Khaimah's transformational growth. Extending 4.5 kilometres into the sea and covering an area of 2.7 square kilometers, the integrated lifestyle community is one of the thriving residential and investment destinations that welcomes visitors from across the world.

Rove Al Marjan Island will be the first contemporary midscale hotel in the mega-development and will serve the value-conscious new generation of leisure travellers, who seek culturally inspired settings and stay connected through technology.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "We are thankful to the government of Ras Al Khaimah and Al Marjan Island for the opportunity to showcase Rove Hotels in the most prestigious master-planned development in the emirate. Al Marjan Island is a breathtaking project in a prime beachfront location that offers extensive opportunity for boosting the tourism and hospitality sector, and in welcoming leisure travellers from across the world. Rove Al Marjan Island will meet the aspirations of the Rovers, who explore without boundaries, and with efficiency and technology as our watchwords."

Eng. Abdullah Al Abdooli, CEO, Al Marjan Island, said: "We are delighted to welcome Rove Hotels to Al Marjan Island's exceptional portfolio of hotels that have enabled us to welcome visitors from around the world. Al Marjan Island has established its credentials as the gateway to tremendous opportunities that Ras Al Khaimah and the UAE offer with waterfront residences, luxury hotels and resorts, marinas, private beaches for residents, leisure, retail and recreational facilities. Assuring a serene lifestyle in harmony with nature, Al Marjan Island is a booming residential and leisure destination, and home to world-class hotels. The addition of Rove Hotels adds significant value and diversity to our hospitality offering, especially with its focus on welcoming the new generation of travellers and entrepreneurs."



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Paul Bridger, Corporate Director of Operations of Rove Hotels, added: “Rove Al Marjan Island is a strategic fit to our ambition of offering the Rove experience to new locations within the UAE. With its booming tourism sector, Ras Al Khaimah welcomes visitors from all over the world, and the upcoming Rove hotel will serve the young and young at heart travellers with our focus on providing reliable, modern, fuss-free and super-efficient service.”

According to reports, over 15,000 hotel units are required in the next seven years to serve the growth in tourist arrivals to Ras Al Khaimah, which recorded an increase of 19 per cent in 2017. Tourist arrivals are set to grow from 1 million this year to over 2.9 million annually by 2025, according to the Ras Al Khaimah Tourism Development Authority, driving the demand for hotels and resorts. About 7,000 new hotel rooms are set to be added, mostly in the 5-star beach resort category, in the next three years. Of these, nearly 71 per cent will be delivered on Al Marjan Island.

Rove Al Marjan Island will have 450 rooms with comfortable mattresses, 48-inch TV with a smart media hub for super-charged entertainment, free high-speed Wi-Fi, power showers in ultramodern bathrooms, interconnecting rooms for families, a unique beach club concept, 24-hour boutique convenience store, outdoor pool, sundecks to relax, a 24-hour gym, a 24-hour self-service laundromat, luggage store rooms, safety deposit boxes, sofa beds for extra guests, mini-fridge and more. Rove Al Marjan Island will feature a trove of artworks that take inspiration from the natural setting of Al Marjan Island.

Guests also have the convenience of late check-out at 2pm. As with all Rove Hotels properties, Rove Al Marjan Island will also feature The Daily, an all-day restaurant that serves international flavours. The hotel will also offer convenient meeting facilities. The Rove Pit Stop is ideal for informal chats and socialising.

Rove Hotels has five operational hotels in key locations in Dubai – Rove Downtown, Rove City Centre, Rove Healthcare City, Rove Trade Centre and Rove Dubai Marina. Several Rove Hotels are being planned in Dubai and other locations in the UAE as well as in Saudi Arabia.

Al Marjan Island is only 15 minutes away from the Ras Al Khaimah International Airport and 45 minutes from the Dubai International Airport. In all, the master-planned community will feature 7.8 kilometres of beaches, 23 kilometres of waterfront, 6,500 planned residential units, 8,000 planned hotel rooms, 400-room wellness retreats and 600 holiday villas.

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Note to Editors

About Rove Hotels:

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 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 five properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre, Rove Trade Centre and Rove Dubai Marina. Other upcoming hotels in the pipeline include Rove Mina Seyahi, one nearby Dubai Parks and Resorts as well as Rove King Abdullah Economic City in Saudi Arabia. www.rovehotels.com



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About Meraas:

Meraas is dedicated to making Dubai and the UAE better for people to live, work and play in. We design for a diverse mix of people to stimulate a creative urban culture where the next generation of ideas, businesses and communities can take root. Our investments ensure a better future for generations to come and stretch across different sectors including food, retail, leisure, hospitality, health and education. Our destinations which include to date – City Walk, The Beach, Boxpark, Last Exit, The Outlet Village, Kite Beach, La Mer, Al Seef, The Yard and Bluewaters – are open places for communities to socialise, explore, learn, play, create and innovate. www.meraas.com

About Emaar Properties PJSC:

Emaar Properties PJSC, listed on the Dubai Financial Market, is a global property developer and provider of premium lifestyles, with a significant presence in the Middle East, North Africa and Asia. One of the world's largest real estate companies, Emaar has a land bank of 170 million sq m in the UAE and key international markets.

With a proven track-record in delivery, Emaar has delivered over 45,900 residential units in Dubai and other global markets since 2002. Emaar has strong recurring revenue generating assets with over 838,000 square metres of leasing revenue generating assets and 18 hotels and resorts with 3,490 rooms. Today, around 53 per cent of the Emaar's revenue is from its shopping malls & retail, hospitality & leisure and international subsidiaries.

Burj Khalifa, a global icon, and The Dubai Mall, the world's largest shopping and entertainment destination, are among Emaar's trophy developments. Emaar has now launched a magnificent new tower that will serve as the centrepiece of the Dubai Creek Harbour development. www.emaar.com

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