

Press Release

Rove Dubai Marina opens doors to stylish marina-front hospitality experiences for the trend-setters

- *Rove Dubai Marina is the fifth Rove Hotels property, a contemporary midscale brand for the new generation of travellers*
- *Located centrally in Dubai Marina, the new Rove Hotels property, with 384 rooms, stands out for its techno-hub that creates lively social places for the connected generation*
- *In walking distance to The Beach and Dubai Marina Mall, Rove Dubai Marina is well-networked with the Dubai Metro, Dubai Tram and from Sheikh Zayed Road*

Dubai, UAE; April 7, 2018: A refreshing new hospitality experience that celebrates the inspired setting of its waterfront location opens doors today in Dubai Marina. Rove Dubai Marina, the fifth hotel in Dubai under the contemporary midscale Rove Hotels brand, will welcome its first guests – leisure and business – with its vibrant setting, central location and tech-savvy environment for the socially connected new generation.

Rove Dubai Marina brings a new hospitality choice to visitors to the city, with its stylish marina-front setting and is designed for the new generation traveller who recognises value, stays connected through technology and cherishes culturally-inspired surroundings. A differentiating factor of Rove Dubai Marina is its techno-hub, which creates lively social places for the connected generation.

A joint venture between Meraas and Emaar Properties PJSC, Rove Hotels currently has four operational hotels in key locations in Dubai – Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre. Several Rove Hotels are being planned in other locations within the city.

Rove Dubai Marina has 384 rooms that present a design-influenced lifestyle choice for value-conscious leisure and business travellers. Located centrally in one of the region's largest waterfront developments, the hotel offers leisure guests the ease of accessing Dubai's popular beaches as well as a vibrant marina. The Dubai Marina Mall, with a vivid array of retail and leisure choices, is located nearby as well as the Dubai Marina Yacht Club that serves as a prestigious address for marina enthusiasts and The Beach, an upbeat urban waterfront destination created by Meraas.

For business guests, Rove Dubai Marina serves as a preferred hotel to access the nerve-centres of the city including the Dubai Internet City, Dubai Media City, Knowledge Village and Jebel Ali Free Zone. Apart from ease of access from Sheikh Zayed Road, guests can benefit from the connectivity offered by the Dubai Metro and Dubai Tram. This also makes the hotel ideally suited for the fast-growing meetings, incentives, conferences and exhibitions tourism sector of Dubai.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Dubai Marina is a popular getaway and residential destination in the city, defined by its waterfront location and its vibrant nightlife, restaurants and leisure choices. Rove Dubai Marina embodies the values of Rove Hotels in presenting a distinctive hotel in a central location where guests can stay connected. With the opening of Rove Dubai Marina, we are bringing the Rove experience closer to more people in central hubs, and supporting the Dubai Tourism Vision to diversify the hospitality offering to suit the aspirations of the new generation of travellers."

ROVE HOTELS

Paul Bridger, Corporate Director of Operations of Rove Hotels, added: “Rove Dubai Marina serves as an ideal destination for leisure and business travellers as its central location serves the requirements of both segments. Every aspect of the hotel is thoughtfully designed to create value for our guests. Just steps away from the sandy beaches and with all the standard features that Rovers have come to adore, Rove Dubai Marina will also serve the growing staycation market.”

Rove Dubai Marina assures the fuss-free relaxed ambience that guests seek. Comfortable rooms with 48-inch TV with a smart media hub for super-charged entertainment, free high-speed Wi-Fi anytime, anywhere, power showers in ultramodern bathrooms, interconnecting rooms for families, 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 await guests. As is standard at Rove Hotels, guests have the convenience of late check-out at 2pm.

Rove Dubai Marina has the ultimate neighbourhood hangout in The Daily, the all-day restaurant that serves a bevy of lip-smacking international flavours and amazing booster beverages, backed by crisp service and a switched-on coffee culture. Expect something new and exciting, yet comfortingly familiar.

With well-connected rooms, event spaces at Rove Dubai Marina can be tailored for every need. The hotel offers Plan & Meet rates to match the social and business needs of guests 24 hours a day, while the Rove Pit Stop is ideal for informal chats and socialising. For power-meetings, The Daily serves lunch, while coffee, tea and water are complimentary. Not to be missed is the celebration of local art, which gives Rove Dubai Marina an innate charm, with artworks celebrating its waterfront location through its cool and funky creatives.

Rove Dubai Marina is that perfect addition to the Rove Hotels portfolio, designed 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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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 include one nearby Dubai Parks and Resorts and another in King Abdullah Economic City in Saudi Arabia. www.rovehotels.com

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

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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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