



Press Release

Rove Hotels unveils dedicated mobile App aimed at enhancing the guest experience

Dubai, UAE; January 31, 2018: Rove Hotels, the contemporary lifestyle hotel brand, has launched a new mobile application (App) that aims to further enhance the guest experience by offering an array of services accessible via their smartphones.

Designed for the new generation traveller, who recognises value, stays connected through technology and gravitates towards culturally inspiring environments, Rove Hotels are developed as a joint venture between Meraas and Emaar Properties PJSC.

Currently, there are four operational hotels under Rove Hotels in Dubai – Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre. The new Rove Hotels Mobile App offers users an unprecedented range of experiences, and enables them to discover the diverse amenities at each individual hotel, as well as several value-added features.

The Rove Hotels Mobile App is integrated with the hotel reservation system, making booking rooms easier and hassle-free. In addition to being connected to social media platforms, the App can send notifications containing relevant information about special offers. The App's 'Rove Around' feature gives users a glimpse of events happening in the city, while Dubai City Guide serves as a definitive guide for exploring the city. There are 360-degree interactive video tours and image galleries too that will enable potential guests to gain informed insights about each hotel.

Paul Bridger, Corporate Director of Operations, Rove Hotels, said: "The dedicated Mobile App for Rove Hotels builds on our mobile-first digital transformation strategy through which we aim to offer our guests and visitors a seamless customer service experience. Assuring effortless digital connectivity with the hotels, and ensuring hassle-free bookings for stays, the App puts the control in the hands of our guests, breaking traditional silos in hotel reservation and guest engagement. The Rove Hotels Mobile App is a perfect fit for the 'Rover,' the new generation of smart, tech-savvy traveller."

Rove Hotels properties are 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. Through 10 properties in central locations across the city, Rove Hotels aims to provide 3,700 hotel rooms by 2020. The Rove Hotels Mobile App will also include the six upcoming Rove Hotels properties in Dubai.

The Rove Hotels Mobile App is available for iOS and Android and can be downloaded on the App Store and Google Play. Rove Hotels partnered with Go Find It Technologies SA for the development of the App.

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R O V E H O T E L S

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 four properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre and Rove Trade Centre. Other properties will be in Dubai Marina and nearby to Dubai Parks and Resorts. 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, Bluewaters, La Mer and Al Seef – are open places for communities to socialise, explore, learn, play, create and innovate.

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 188 million sq m in the UAE and key international markets.

With a proven track-record in delivery, Emaar has delivered over 43,200 residential units in Dubai and other global markets since 2001. Emaar has strong recurring revenue generating assets with over 690,000 sq. m of leasing revenue generating assets and 17 hotels and resorts with over 3,400 rooms.

Today, around 60 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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