



Press Release

Rove Hotels are now part of the ‘U By Emaar’ loyalty programme

All four Rove Hotels join Emaar’s hotels, restaurants, leisure clubs, spas and entertainment attractions on ‘U By Emaar’

Dubai, UAE; December 12, 2017: ‘U By Emaar,’ the unique, customer-focused loyalty programme that brings added value for guests across the breadth of hotels, restaurants and entertainment attractions under the company, has now added Rove Hotels, a joint venture of Meraas and Emaar Properties PJSC, and managed by Emaar Hospitality Group, to its portfolio.

All four operational Rove Hotels in Dubai including Rove Downtown, Rove City Centre, Rove Healthcare City and Rove Trade Centre join the loyalty programme, enabling visitors and guests to earn Upoints, the currency of U By Emaar, with 1 Upoint for every AED 2 spent, when they stay at a Rove Hotels property.

Olivier Harnisch, Chief Executive Officer, of Emaar Hospitality Group, said: "U By Emaar is the only loyalty programme in the market today that gives its members more value by combining stays, spas, dining and entertainment attractions. Given the success of the four Rove Hotels since its inception, it’s now time for Emaar to give back to those who have been loyal to us by adding the four properties to the U By Emaar programme."

In addition to redeeming points for stays at any Rove Hotels property, members of the U By Emaar programme can enjoy several benefits including 10 percent savings on direct bookings, late checkouts until 4pm, 20 percent savings on membership fees at Emaar Leisure Group properties and complimentary transfers to and from Dubai International Airport, depending on the tier.

U By Emaar is open for individuals over 18 years from anywhere in the world. Members are rewarded with Upoints when they stay, dine or enjoy any entertainment experience offered by Emaar’s diverse participating portfolio of choices.

To join the unique programme, those interested can email: customerservice@ubyemaar.com or visit: www.UByEmaar.com for more information. A list of participating venues can be found [here](#). The call-centre operates from 9am to 9pm, seven days a week, and can be reached on 800-LOYALTY (800-5692589) for UAE calls or +9714 567 2000 for international calls.

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Note to Editors

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.



R O V E
HOTELS

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

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

Rove Hotels is a contemporary midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. 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 four 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

About Rove Hotels:

A contemporary lifestyle hotel and residences 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 located in Dubai Marina, Satwa and nearby to Dubai Parks and Resorts. www.rovehotels.com

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