



Press Release

Rove Hotels to open Rove At The Park, a 458-room lifestyle property adjacent to Dubai Parks and Resorts

- *Rove Hotels reflect Dubai's cosmopolitan cultural identity*
- *Rove At The Park complements the appeal of upcoming Dubai Parks and Resorts Theme Park Destination*
- *One of 10 Rove Hotels being developed by 2020*

Dubai, UAE; February 16, 2016: Rove Hotels, the contemporary lifestyle hotel brand developed as a joint venture between global property developer Emaar Properties and Meraas, a Dubai-based leading holding company, is set to expand its portfolio with a new property, Rove At The Park, adjacent to Dubai Parks and Resorts, the region's upcoming largest integrated theme park destination taking shape in Jebel Ali.

Rove Hotels will define a new niche in Dubai's hospitality sector and celebrate the quintessence of the city with its unique approach of delivering value hospitality experiences for the young in age and young-at-heart global traveller, who explore without borders. Rove Hotels plans to operate 10 hotels with over 2,660 keys to support the ongoing preparation for Expo 2020 Dubai. The first property – the brand's maiden initiative in the region, Rove Downtown Dubai – is scheduled to open in the coming months at a central location in the city.

The new 458-room Rove At The Park will be strategically located off Sheikh Zayed Road, close to Palm Jebel Ali midway between the Dubai and Abu Dhabi International Airports. It will complement the ambience offered by the three theme parks and water park which are part of the Dubai Parks and Resorts destination.

Dubai Parks and Resorts will become the region's largest integrated theme park destination, set to open in 2016. This resort comprises three separate theme parks: motiongate™ Dubai, a Hollywood movie inspired theme park showcasing some of Hollywood's most beloved characters from DreamWorks Animation, Sony Pictures Studios and Lionsgate; LEGOLAND® Dubai, the first LEGOLAND theme park in the Middle East; and Bollywood Parks™ Dubai, a first-of-its-kind entertainment destination that will showcase the authentic Bollywood movie experience. In addition LEGOLAND® Water Park, the region's first water park catering to families with children 2-12 will also open on the site. The destination will also host the Lapita™ Hotel, a Polynesian-themed hotel, and Riverland™ Dubai, a centrally located retail, dining and entertainment district that serves as the gateway to the resort.

Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said: "Rove At The Park, our latest hotel within the vicinity of Dubai Parks and Resorts, the region's largest multi-themed leisure and entertainment destination, underlines the spirit of partnership in supporting Dubai Plan 2021 and Dubai Tourism Vision 2020 announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai."



He added: “A young and trendy brand, Rove Hotels defines a new dimension in the evolution of the city’s hospitality sector. Integrating innovation, sophistication and cultural enrichment, the new Rove property will deliver incredible value as it prepares to welcome guests from around the world, particularly leisure travelers who will arrive in the area to experience Dubai Parks and Resorts’ world-class leisure attractions. We are keen to leverage the significant business opportunity within the proximity of Dubai Parks and Resorts that is set to catalyse Dubai’s leisure and tourism sector.”

Meaning ‘to traverse,’ Rove infuses 21st century innovation with sophistication, and serves as a tech-savvy, social and cultural hub for international explorers. The new property will also reflect all the value propositions that make the brand unique in Dubai’s hospitality sector.

The hotel will sport a contemporary and urban design with Arabesque elements and display local art-pieces throughout the public areas. Assuring a high-tech environment, the new property will have a spaciouly designed lobby and lounge, elegantly designed rooms, starting at 26 sq metres and featuring a 42 inch TV screen complete with media hub, designer mattresses and a modern bathroom.

Thirty percent of the rooms will be interconnected making the property a family-friendly destination. The hotel will also serve fresh, locally produced culinary creations and introduce distinctive dining out destinations, including an all-day restaurant.

Rove Hotels across its portfolio will feature a Rove App on smartphones and self-check-in station to reduce guest waiting time. Guests will also be offered the convenience of late check-outs.

In addition to an advanced business centre, a 24-hour gym, pool, sun deck and a self-service laundromat are some of the other features at Rove properties. A 24-hour convenience store will offer a wide selection of day-to-day amenities, fresh food and the choicest snacks.

Rove Hotels adds to the spectrum of lifestyle hospitality experiences offered by Emaar Hospitality Group through its popular hotel brands - The Address Hotels + Resorts and Vida Hotels and Resorts, as well as a range of leisure assets and a dedicated Lifestyle Dining division.

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Note to Editors

About Rove Hotels:

A hotel brand that reflects the pulse of modern Dubai, Rove Hotels - a partnership between Emaar Properties and Meraas - are 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 will be 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 upcoming properties will be located in Al Jafiliya, Oud Metha, Port Saeed and Dubai Marina.



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