

Press Release

Rove Hotels announces Rove La Mer in Dubai's alluring beachfront destination, La Mer

366-room Rove La Mer set in an inspiring lifestyle and leisure environment with uninterrupted views of the Arabian Gulf and the iconic city skyline

Dubai, UAE; June 20, 2018: Rove Hotels, the contemporary midscale hotel brand, has announced Rove La Mer located in the heart of La Mer, Dubai's world-class beachfront. Set by the Arabian Gulf and with spectacular views of the city skyline, the 366-room Rove La Mer marks the newest addition to the growing portfolio of Rove Hotels properties in the UAE.

Rove La Mer stands out for its central location at La Mer, a destination created by Meraas that benefits from a minimalist and contemporary design. Stretching into the ocean in the Jumeirah 1 neighbourhood, La Mer offers an inspiring lifestyle and leisure environment surrounded by 2.5 kilometres of relaxing sandy beaches. In close proximity to Etihad Museum and Dubai Water Canal, La Mer features a wide array of dining, shopping, leisure and entertainment choices, and is already one of the go-to attractions in the city.

Designed for the value-conscious modern travellers who seek reliable, modern and fuss-free hospitality service in a tech-driven environment, Rove Hotels are developed as a joint venture between Meraas and Emaar Properties.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "La Mer is an ideal fit to the brand values that Rove Hotels celebrates, with a focus on offering exceptional lifestyle experiences in a trendy environment. The positive buzz of La Mer and the popularity it has gained among the young and young at heart make Rove La Mer Resort ideally positioned to meet the needs of the new generation of travellers who explore without boundaries and seek culturally inspiring experiences."

Paul Bridger, Corporate Director of Operations of Rove Hotels, added: "La Mer is one of Dubai's popular attractions, fast-evolving as the place to be for leisure and relaxation. Taking inspiration from its waterfront location, La Mer has a welcoming ambience where people celebrate life. Rove La Mer draws on its distinctive location and offers visitors a great place to unwind. The picturesque setting of La Mer and its youthful vibe will make it a preferred hotel, delivering value across all touchpoints, for tourists and UAE residents."

With its architectural ethos reflecting the waterfront inspired design of La Mer, Rove La Mer is tailored for leisure guests, and will also appeal to business travellers seeking a refreshing new hotel choice. Scheduled to open in mid-2020, just in time for the Expo 2020 Dubai, Rove La Mer will feature 366 rooms including interconnected rooms - nearly 35 per cent of the total - as well as rooms specially designed for people of determination.

All rooms have comfortable mattresses, a 48-inch TV with a smart media hub for super-charged entertainment, free high-speed Wi-Fi, ultramodern bathrooms, 24-hour boutique convenience store, outdoor pool, sundecks to relax, a 24-hour gym, 24-hour self-service laundromat, luggage store rooms, safety deposit boxes, sofa beds for extra guests, mini-fridge and more. Rove La Mer rooms will also feature creative artworks by local and international artists.

R O V E HOTELS

Rove La Mer will also be home to the famed 'The Daily', an all-day restaurant that serves international flavours, as well as a Lobby Lounge, outdoor terrace and beachside food and beverage. As is the norm at Rove Hotels, guests also have the convenience of late check-out at 2pm.

A joint venture between Meraas and Emaar Properties PJSC, Rove Hotels currently 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.

La Mer, which opened in October 2017, comprises La Mer North, La Mer South and Laguna, with over 100 shops, cafés, restaurants, and beach activities. The central Laguna area includes a waterpark with a surf park that is a first-of-its kind in the region. The destination spans a total of 13.4 million square feet between Pearl Jumeira and Jumeira Bay with a new cinema and additional retail and dining space planned.

Existing beaches at La Mer have been redeveloped to include showers, toilets with baby changing and access for people of determination, free Wi-Fi, information hubs, mobile charging, prayer rooms, four children's playground areas and over 1,000 parking spaces are among the other amenities.

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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, Rove Al Marjan Island, Rove Aljada Sharjah, one nearby Dubai Parks and Resorts as well as Rove 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

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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R O V E HOTELS

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