



## Press Release

# **Emaar Hospitality Group marks expansion with 35 new hotels & serviced residences in UAE and global markets**

- *Announces expansion of The Address Hotels + Resorts to Fujairah and Vida Hotels and Resorts to Saudi Arabia*
- *14 new hotels and 10 serviced residences in the UAE; 5 hotels and 6 serviced residences in high-growth international markets*
- *Unveils new concept in contemporary midscale serviced residences with first Rove Home*
- *Signs partnership agreement with Dubai Opera as its 'Official Hotel Partner'*

**Dubai, UAE; April 25, 2016:** Emaar Hospitality Group, the hospitality and leisure subsidiary of global developer Emaar Properties, today announced its expansion plan, highlighted by 35 new hotels and serviced residences to open under its three flagship brands – The Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels - in Dubai, the UAE and key international markets.

The landmark expansion by the home-grown Dubai hospitality provider was unveiled on the sidelines of the Arabian Travel Market (ATM 2016), the leading, international travel and tourism event being held until April 28 at the Dubai International Convention Centre. Emaar Hospitality Group has a three-year agreement to be the Hotel Partner of the premier event.

Addressing a press conference, Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said that the high-profile expansion of the company includes the opening of new properties in Dubai, as well as new management contracts to operate hotels and serviced residences in Fujairah in the UAE and Saudi Arabia. Emaar has also signed management contracts for upcoming hotels and serviced residences projects in Bahrain, Turkey and Egypt.

“In just eight years since our inception, we have developed three compelling hotel brands with distinctive niches. Today, we are taking our home-grown expertise to international markets and newer geographies. The scope and scale of our expansion is set to establish Emaar Hospitality Group as a premier provider of world-class hospitality not just in the UAE but globally,” added Newman.

The new openings will take the total number of new hotel rooms being added by Emaar Hospitality Group in the UAE to 3,835 and the number of new serviced residences to 4,249. Internationally, Emaar will add to its portfolio 707 hotel rooms and 833 serviced residences.

Currently, Emaar Hospitality Group operates four hotels and two serviced residences in Dubai under The Address Hotels + Resorts, a premium luxury hotel and residences brand, and two hotels under Vida Hotels and Resorts, an upscale boutique lifestyle hotel and residences brand. Together, they offer 1,060 hotel rooms and 891 serviced residences. Emaar also manages the Nuran Marina Serviced Residences at Dubai Marina – the first of the serviced residences under the Nuran brand with 90 furnished residences which are fully serviced.



### **Launch of Rove Hotels**

Among the highlights of Emaar Hospitality Group's expansion is the roll-out this year of its new Rove Hotels, a contemporary new midscale hotel and residences brand developed as a joint venture with Meraas, a Dubai-based holding company. Rove Downtown Dubai, the first hotel under the brand, will open doors to guests in May offering 420 rooms, located right next to The Dubai Mall and with direct access to restaurants along Mohammed bin Rashid Boulevard.

At ATM, Emaar Hospitality Group also announced the launch of the Rove Satwa hotel with 480 rooms offering direct access to the Dubai International Convention Centre and Dubai International Financial Centre.

The twin-tower, located in the Satwa neighbourhood, will also feature Rove Home Satwa, the first serviced residence concept under Rove Hotels, with only 157 serviced residences open for sale to investors in the future.

Other upcoming properties under Rove Hotels in Dubai include: Rove Port Saeed (270 rooms next to the Dubai International Airport), Rove Oud Metha (286 rooms near Dubai Healthcare City), Rove Dubai Marina (384 rooms in Dubai Marina), Rove Al Jafiliya (270 rooms near Dubai World Trade Centre), and Rove At The Park (458 rooms next to Dubai Parks and Resorts). With three more properties to be announced soon, Rove Hotels plans to operate 10 hotels with over 2,660 keys to support the ongoing preparation for Expo 2020 Dubai.

### **Expanding The Address Hotels + Resorts**

One of the key expansions by Emaar Hospitality Group in the UAE is its partnership with Eagle Hills, an Abu Dhabi-based private real estate investment and development company, to operate The Address Fujairah Resort + Spa, located in Sharm, known for its breathtaking mountain and sea views.

In addition to offering 196 luxury hotel rooms, The Address Hotels + Resorts will also operate 177 apartments set in four residential buildings as well as 10 luxurious villas under The Address Residences Fujairah Resort + Spa.

The Address Hotels + Resorts is also expanding in Dubai with the addition of three new hotels including The Address Boulevard Dubai (196 rooms and suites), The Address Sky View Dubai (169 rooms) and The Address Fountain Views Dubai (193 rooms) – all located in Downtown Dubai. The Address Downtown Dubai, with 196 rooms, is currently being redeveloped.

The new additions to the serviced residences portfolio in Dubai include: The Address Residences Boulevard Dubai (532), The Address Residences Sky View (524), The Address Residences Fountain Views (774) and The Address Residences Dubai Opera (809). The Address Residences Downtown Dubai with 626 fully-serviced homes is also being redeveloped.

The Address Hotels + Resorts has also secured international management agreements to operate hotels and serviced residences in Egypt with The Address Marassi Golf Resort + Spa and The Address Residences Marassi Golf Resort + Spa; in Turkey with The Address Istanbul, The Address Residences Istanbul and The Address Residences Emaar Square, and in Bahrain with The Address Marassi Al Bahrain and The Address Residences Marassi Al Bahrain.



### **Vida's pan-Gulf expansion**

In a significant move, Vida Hotels and Resorts, is entering the Saudi Arabian market with its first hotel and serviced residence project in Jeddah Gate, an elegant master-planned community by Emaar Middle East.

Vida Jeddah Gate has 202 thoughtfully designed rooms located in the heart of the development and Vida Residences Jeddah Gate with 162 serviced residences in 1, 2, 3 and 4-bedrooms ideal for families and business travellers.

Vida is also expanding to Bahrain through a management contract to operate the Vida Marassi Al Bahrain with 160 rooms offering sea-facing views, and the Vida Residences Marassi Al Bahrain with 140 elegant 1, 2, 3 and 4-bedroom homes in an idyllic setting.

In Dubai, Vida Hotels and Resorts is also expanding its footprint with two new hotels – Vida The Hills Dubai (157 rooms) and Vida Townsquare Dubai (160 rooms) – and three new serviced residences – Vida Residences The Hills (136 residences), Vida Residences Downtown Dubai (334 residences) and Vida Residences Townsquare Dubai (172 residences).

### **Partnership with Dubai Opera**

Emaar Hospitality Group has also signed a strategic partnership agreement with Dubai Opera, the world-class multi-format performing arts venue opening this year in The Opera District in Downtown Dubai. As the 'Official Hotel Partner of Dubai Opera,' Emaar Hospitality Group assets will host the guests of the premier venue, host galas for selected premieres and private functions, and arrange special amenities for VIPs, among others. The partnership further reiterates Emaar's strong home-grown competencies in providing exceptional hospitality experiences in Dubai.

"Across all our properties, the fundamental values that have defined our industry credentials will remain relevant – a superb location, exemplary customer service and a commitment to creating value for our guests," concluded Newman.

**-ends-**

### **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 across the region.

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 retreats, a polo and equestrian club, marina and yacht club and lifestyle dining outlets.

Emaar Hospitality Group has defined its credentials in the hotel industry with the launch of three brands, each with a distinct niche – The Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels.

The Address Hotels + Resorts, a premium luxury hotel and residences brand, brings a fresh identity to the hospitality and service sector of Dubai and the region. The Address features a bouquet of experiences providing unique benefits for business and leisure travellers within its properties. The Address Hotels + Resorts is set to operate hotels and serviced residences in Egypt, Turkey, and Bahrain, apart from expanding its presence in Dubai.

An upscale boutique lifestyle hotel and residences brand, Vida Hotels and Resorts is a refreshingly different concept for the new generation of business executives, entrepreneurs and leisure travellers. The hotels create a stimulating environment for the younger generation. Vida currently operates two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai. Vida Hotels and Resorts is set to operate a hotel and serviced residences in Bahrain and other key markets in the region as well as in Dubai.



Rove Hotels is a contemporary new midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of Emaar Properties and Meraas Holding. Rooted in culture and design-influenced, Rove Hotels celebrate the very heartbeat of the city with its unique approach to delivering value hospitality experiences for the young and young at heart global traveller, who explores without borders. The first project in the Rove Hotels portfolio is Rove Downtown Dubai, opening doors in May 2016.

The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club. Emaar manages Nuran Marina Serviced Residences at Dubai Marina – the first of the serviced residences under the Nuran brand.

**For more information, please contact:**

Kelly Home / Nivine William

ASDA'A Burson-Marsteller

+9714 4507 600

[kelly.home@bm.com](mailto:kelly.home@bm.com) / [nivine.william@bm.com](mailto:nivine.william@bm.com)