



## Press Release

# **Emaar Hospitality Group launches ‘Vida Dubai Mall’ hotel project linked directly to the mall in Downtown Dubai**

- *10th upcoming hotel project by Vida Hotels and Resorts, a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers*
- *Two-tower development with Vida Dubai Mall hotel and Vida Residences Dubai Mall opens to direct views of Burj Khalifa*
- *195-room hotel in a central location with easy access to Mohammed bin Rashid Boulevard and DIFC*

**Dubai, UAE; August 3, 2017:** Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties PJSC, today announced *Vida Dubai Mall*, a new hotel project linked directly to The Dubai Mall and with direct views of Burj Khalifa.

This marks the tenth upcoming hotel project – in the UAE and international markets - by Vida Hotels and Resorts, a refreshingly different upscale lifestyle hotel and serviced residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

Vida Hotels and Resorts already has two operational hotels in Dubai - *Vida Downtown* and *Manzil Downtown*. Additionally, the brand has seven upcoming projects, including *Vida Dubai Mall*, in the UAE and three in international markets including Saudi Arabia, Bahrain and Egypt.

With two other hotel brands under Emaar Hospitality Group – Address Hotels + Resorts and Rove Hotels – the company now has 11 operational hotels in Dubai, and 27 upcoming hotel projects in the UAE and key overseas markets including Saudi Arabia, Bahrain, Turkey and Egypt.

*Vida Dubai Mall* stands out for its central location in Downtown Dubai, linked directly with the world’s largest retail and lifestyle destination. The hotel and serviced residences project is in easy access of Dubai’s business hubs including the Dubai International Financial Centre and Dubai International Convention Centre.

Opening to direct views of the iconic Burj Khalifa, *Vida Dubai Mall* is a two-tower development with the 195-room *Vida Dubai Mall* hotel and 614 serviced residences under *Vida Residences Dubai Mall*. The hotel and 380 serviced residences form part of a 55-storey tower, while the rest of the serviced residences are located in a second tower, 38 storeys high.

The two towers are linked by a 7-storey podium with a wide range of amenities including restaurants, retail and leisure attractions. The podium-level amenities include an outdoor swimming pool, sunbathing deck, kids club, yoga deck and events spaces, which overlook Burj Khalifa.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: “Vida Hotels and Resorts has set a distinctive identity in the hospitality sector of Dubai as stimulating environments where convenience meets interactivity, reflecting the aspirations of the new generation of travellers. With its focus on serving as lively and vibrant hubs where inspiring minds can create, connect and come alive, Vida hotels are fast expanding their footprint with 10 upcoming projects in the UAE and international markets.



“Vida Dubai Mall in Downtown Dubai, linked directly to the most visited destination in the world, underlines the growth of this home-grown brand that offers exceptional ambience and service standards. The hotel project celebrates the brand value of Vida, which means ‘life’ in Spanish, highlighting warmth, simplicity and creativity in uniquely design-led spaces. Highlighting our competencies in mixed-use project management, Vida Dubai Mall will be a sought-after destination for the young and trendy, and offer seamless service for guests and residents in a spectacular location in the heart of the city.”

*Vida Dubai Mall* will feature a rich suite of facilities for guests and visitors including signature restaurants, meeting rooms, salons, events venues and other amenities that will be unveiled in due course. It will also have a direct link to the retail podium of the upcoming Address Fountain Views residential and hotel project in Downtown Dubai, adding to the choice of residents.

Elegant and simple, the design of *Vida Dubai Mall* celebrates fashion craftsmanship through vibrant seating areas and a variety of fashion-forward artwork. The interiors are also thoughtfully laid out to maximise views and filter in natural light.

The other upcoming projects under Vida Hotels and Resorts in Dubai are: *Vida Dubai Marina, Vida The Hills, Vida Townsquare, Vida Dubai Creek Harbour* and *Vida Residences Downtown*. Emaar Hospitality Group has also signed management contracts to operate *Vida Beach Reem Island Abu Dhabi, Vida Marassi Al Bahrain, Vida Jeddah Gate* in Saudi Arabia, and *Vida Marassi Marina* in Egypt.

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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.

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 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 three 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](http://www.emaar.com)



**About Vida Hotels and Resorts:**

Vida Hotels and Resorts is a refreshingly different upscale lifestyle hotel and residences brand for the new generation of business executives, entrepreneurs and leisure travellers.

Vida, meaning 'life' in Spanish, embraces warmth, simplicity and creativity in design-led spaces. 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 – Vida Downtown and Manzil Downtown – and will extend its service competencies to Vida Residences. Vida Hotels and Resorts is set to operate hotels and serviced residences in Abu Dhabi, Bahrain, Saudi Arabia, Egypt and other key markets in the region as well as in Dubai.

[www.vidahotels.com](http://www.vidahotels.com)

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