



Press Release

Emaar Hospitality Group launches single-point Mobile App for all its hotel, hospitality and leisure experiences

Dubai, UAE; May 8, 2019: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, has launched a fully-integrated Mobile App that covers all the hotel, hospitality and leisure experiences under the Group.

With the single App, users will have seamless access to an extensive range of services including booking of hotels, restaurants, spas, golf and entertainment attractions using their mobile devices. The new App replaces all the earlier Apps that were launched for the individual hotel brands and leisure attractions under Emaar Hospitality Group.

The new Emaar Hospitality Mobile App is available for download both on App Store and Google Play.

Chris Newman, Chief Operating Officer of Emaar Hospitality Group, said: “The launch of the new Emaar Hospitality Mobile App highlights our digital transformation focus to enhance the convenience of our guests. Replacing all the other Apps that we had launched years ago, the App further simplifies the user experience and serves as a single point source of information and to access various services. Guests from anywhere in the world can make informed decisions and plan every detail of the lifestyle choices they cherish across our hotels and leisure attractions.”

With the Mobile App, guests can explore a comprehensive portfolio of hotel, hospitality and leisure services at Emaar Hospitality Group’s premium luxury hotel brand Address Hotels + Resorts, the upscale lifestyle brand Vida Hotels and Resorts, as well as leisure attractions such as the Arabian Ranches Golf Club, Dubai Polo & Equestrian Club, Dubai Hills Golf Club and Dubai Marina Yacht Club. Guests can also access the services offered by Rove Hotels, developed as a joint venture of Emaar Properties and Meraas via the App. Booking restaurants under the hotels of Emaar Hospitality Group as well as the Spas is also effortless now.

The App also enables guests to consider the unique value propositions of each hotel and leisure attraction, discover its myriad facets. It has real-time connectivity with the properties and is designed to offer users a seamless way of reserving their experiences across Emaar Hospitality Group’s assets.

Designed to meet the aspirations of today’s mobile-first and mobile-only travellers, the Mobile App features inspiring design and exceptional imagery to strengthen the online engagement with the guests. It also provides access to city guides and highlight more targeted value-added services based on their preference.

From search to booking, online engagement and everything in between, the Mobile App has a user-friendly interface and is part of Emaar Hospitality Group’s digital initiatives that draws on the incredible potential offered by the increased smartphone penetration in the region. The aim is to engage customers, enable them to customise their travel plans, and revolutionise the way reservations are made.

Emaar Hospitality Group will continue to invest in digital solutions and implement innovative strategies to increase bookings, streamline hotel operations, integrate added-value services, to deliver personalised experiences for its guests.

-ends-

EMAAR

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 its distinctive hotel brands - Address Hotels + Resorts and Vida Hotels and Resorts.

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 the UAE.

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 the UAE.

Underlining its strength and contribution to shaping the hospitality sector of the nation, Emaar Hospitality Group has been awarded as the Official Partner of Expo 2020 Dubai and will provide authentic experiences with a strong local flavour at various locations across the Expo 2020 site, including VIP clubs and lounges, as well as in its hotels and restaurants in Dubai.

www.emaarhospitality.com

For more information:

Mohini Parmar | Stacy Fernandes

ASDA'A BCW

T: +9714 4507600

mohini.parmar@bcw-global.com

stacy.fernandes@bcw-global.com