



Press Release

Summer like never before in Dubai with Emaar Hospitality Group's exceptional stay packages

Dubai, UAE; April 18, 2019: Summer is on the way and it's time to start making those holiday plans. Look no further as Emaar Hospitality Group has rolled out spectacular summer offers to share the joy of the sunny season.

The hospitality and leisure business of Emaar Properties PJSC, the developer of Burj Khalifa, The Dubai Mall and other tourist attractions, is offering exceptional summer stay packages with up to three free nights at the premium luxury Address Hotels + Resorts, and the upscale lifestyle Vida Hotels and Resorts. Exclusive summer rates are also available at Rove Hotels, the midscale contemporary hotel brand developed as a joint venture between Emaar Properties and Meraas.

At all hotels under Address Hotels + Resorts and Vida Hotels and Resorts, guests who join the Emaar loyalty programme U By Emaar for free, can enjoy unbeatable offers such as pay for two nights and stay for three; pay for four nights and stay for six; and pay for six nights and stay for nine.

Guests can choose from the award-winning Address Downtown and the city lifestyle resort, Address Boulevard or Address Dubai Mall that is linked directly to the world's most-visited retail and entertainment destination, The Dubai Mall. For those who cherish waterfront living, Address Dubai Marina is ideal while golfing enthusiasts can head to Address Montgomerie. For a luxurious Arabesque resort, Palace Downtown is the perfect choice.

Vida Downtown, a design-led lifestyle boutique hotel offers guests style and convenience while Manzil Downtown features authentic designs, complemented by authentic Arabian hospitality. Both hotels are located in Downtown Dubai, home to Burj Khalifa, The Dubai Mall, Dubai Opera and The Dubai Fountain.

Designed for the modern traveller, Rove Hotels guarantees a magnificent stay at unbeatable value. Guests can take advantage of rates starting from just AED 99 plus taxes a night across all Rove Hotels properties located in central locations across the city.

Visitors can now also enjoy summer stay offer at the eagerly-anticipated and visually striking three-tower marvel, Address Fountain Views set to open shortly. Another participating upcoming hotel that will grace Dubai's skyline with an architecturally marvellous Sky Bridge is Address Sky View. Guests can also book a room at the soon to be launched elegant and upscale lifestyle hotel, Vida The Hills. For those looking for quiet indulgence, Vida Harbour Point, a new haven within the stunning and iconic Dubai Creek Harbour, only 10 minutes from the Dubai International Airport, is your go-to hotel.

Chris Newman, Chief Operating Officer, Emaar Hospitality Group, said: "Our summer packages are designed for families and friends to indulge in the best of hospitality choices offered by Emaar Hospitality Group in central locations across the city. With the launch of these summer packages, we aim to meet the lifestyle aspirations of our international visitors as well as UAE residents."

EMAAR

With magnificent views of Dubai's celebrated landmarks such the iconic Burj Khalifa, a collection of award-winning restaurants, and exceptional service standards – there is something to suit everyone at the premium luxury Address Hotels + Resorts and the upscale lifestyle Vida Hotels and Resorts, as well as the contemporary midscale Rove Hotels. All hotels are located within walking distance of Dubai's attractions, providing the perfect base for summer sightseeing and gateways. These fantastic summer offers, available for bookings now, are for stays between May 4 and September 28, 2019.

Book on addresshotels.com, vidahotels.com or rovehotels.com.

-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 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 details:

Mohini Parmar | Stacy Fernandes

ASDA'A BCW

+9714 4507 600

mohini.parmar@bcw-global.com

stacy.fernandes@bcw-global.com