



Press Release

Emaar Hospitality Group marks ambitious expansion to Saudi Arabia with Vida Jeddah Gate and Vida Residences Jeddah Gate

- *An upscale boutique hotel concept, Vida Hotels and Resorts are urban hubs where inspiring minds meet and connect*
- *Hotel and serviced residences complex located in the heart of Jeddah Gate, the elegant master-planned mixed-use development community by Emaar Middle East*
- *202 hotel rooms in a 14 floor tower and 162 serviced residences in a 25 floor tower for sale with amenities including innovative restaurant concepts, events spaces, spa, fitness centre and swimming pool.*

Dubai, UAE; April 25, 2016: Emaar Hospitality Group, the hospitality and leisure subsidiary of global developer Emaar Properties, has marked its ambitious expansion to Saudi Arabia with the unveiling of its first hotel and serviced residence property in Jeddah Gate.

The 14 storey Vida Jeddah Gate hotel tower and the 25 storey Vida Residences Jeddah Gate tower are centrally located in Jeddah Gate, the elegant master-planned community by Emaar Middle East. The hotel and serviced residences offer sweeping views of Jeddah Gate and beyond, and are effortlessly accessible from the city centre.

There are 202 thoughtfully designed hotel rooms and suites in addition to the 162 serviced residences, which will be for sale, available in 1, 2, 3 and 4-bedrooms. The residences are ideal for families and professionals and will benefit from being served by dedicated Vida Hotels and Resorts staff members.

Family-friendly, Shari'ah compliant and environmentally responsible, the development takes design cues from Islamic heritage and the façade and textures will be reminiscent of Saudi architectural styles. It is envisaged as an exceptional hospitality offering that stands for upscale boutique style ambience, sophisticated energy and cultural inspiration.

Only five minutes away from the Al Haramain Express Train Station, Vida Jeddah Gate Hotel and Vida Residences Jeddah Gate are located near the headquarters of major banking institutions and the Jeddah Chamber of Commerce & Industry. The development is also in close proximity to the main railroad linking the two Holy Cities of Makkah, only 30 minutes away, and Madinah, only three hours away.

A refreshingly unique hotel and serviced residences concept for the new generation of business executives, entrepreneurs and leisure travellers, Vida Jeddah Gate and Vida Residences Jeddah Gate are distinguished by the warmth, simplicity and youthful vitality they exude. They create an invigorating environment for the younger generation and families with their focus on smart technology, elegant design, unobtrusive service standards and a fantastic location.



Chris Newman, Corporate Director of Operations at Emaar Hospitality Group, said the first expansion of the company's operations into Saudi Arabia is underpinned by the renewed focus of the Kingdom to strengthen its tourism sector and the reputation of Jeddah as a hub for business and commerce.

"The new generation of Saudi entrepreneurs and professionals will find that the design, service, quality and facilities we offer will more than meet their expectations. Guests will enjoy the fact we have integrated technology into everything we do and offer fast connectivity. As a young brand for Emaar Hospitality Group, Vida Hotels and Resorts offers something new and different in terms of hotel experiences and Vida Jeddah Gate and Vida Residences Jeddah Gate will deliver exceptional experiences and value to our guests and residents for the first time in the Kingdom," he added.

Vida Jeddah Gate will offer guests a wide breadth of amenities including an all-day dining restaurant, lobby lounge for quick bites, a signature restaurant and a bistro. It will have a dedicated events space that can host up to 120 people, ideal for corporate and social events. A fully-fledged spa and fitness centre, podium level pool, kids club and pool lounge will further celebrate a relaxed lifestyle. All these facilities are also accessible for Vida Residences Jeddah Gate residents.

With a total gross floor area of 519,204 sq ft, nearly equally split between the hotel and serviced residences, the new hospitality project is deploying the latest advances in green building design and construction to reduce the project's energy footprint.

Vida Jeddah Gate and Vida Residences Jeddah Gate will contribute to the focus of the Saudi Commission for Tourism & National Heritage to strengthen the Kingdom's tourism sector. Saudi Arabia recorded a 25 per cent increase in tourist arrivals in the first half of 2015.

Emaar Hospitality Group owns and manages a diversified portfolio of assets including hotels, serviced residences, leisure assets and a dedicated Lifestyle Dining division in Dubai. It has also expanded to international markets including Turkey, Egypt, and Bahrain.

Emaar Hospitality Group has three hotel brands, each addressing a distinct niche: The Address Hotels + Resorts which is a premium luxury lifestyle brand, Vida Hotels and Resorts offering an upscale boutique experience and the contemporary midscale Rove Hotels, a joint venture with Meraas, a Dubai based holding company.

The Vida Hotels and Resorts brand is built on the fundamental brand values of freedom, flawless service, and responsibility and brings an unprecedented level of urban sophistication. It has two flagship properties in Dubai - Vida Downtown Dubai and Manzil Downtown Dubai – and marked its first international expansion with the Vida Marassi Al Bahrain and Vida Residences Marassi Al Bahrain.

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Note to Editors

About Vida Hotels and Resorts:

Vida Hotels and Resorts is a refreshingly different upscale boutique 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 youthful vitality. Billed as 'an urban hub where inspiring minds stay, play and connect,' Vida hotels create a stimulating environment for the younger generation that demands all the frills of modern luxury travel but none of the fuss.

Vida has two hotels in Dubai – Vida Downtown Dubai and Manzil Downtown Dubai – and will extend its service competencies to Vida Residences. Vida Hotels and Resorts is set to operate hotels and serviced residences in Bahrain, Saudi Arabia, and other key markets in the region as well as in Dubai.

www.VIDA-hotels.com

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