



Press Release

Emaar Hospitality Group's 'Vida Harbour Point' to offer exceptional waterfront lifestyle by the historic Dubai Creek

- *Set in The Island District, the 275-room Vida Harbour Point hotel opens to spectacular views of the Dubai Creek, the Downtown Dubai skyline and the Ras Al Khor Wildlife Sanctuary*
- *Set by a marina, Vida Harbour Point is one of 7 upcoming Vida hotel projects in the UAE*

Dubai, UAE; October 3, 2017: Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties, is offering an exceptional waterfront lifestyle with spectacular views of the Dubai Creek, the Downtown Dubai skyline and the Ras Al Khor Wildlife Sanctuary, with its upcoming **Vida Harbour Point** hotel.

The seventh upcoming hotel project in the UAE under Vida Hotels and Resorts, an upscale lifestyle hotel and residences brand, **Vida Harbour Point** is located in The Island District of Dubai Creek Harbour, a 6 sq km mega-project developed as a joint venture between Emaar Properties and Dubai Holding.

Located by the banks of the historic Dubai Creek and overlooking a world-class marina, **Vida Harbour Point** is the second hotel project by Emaar Hospitality Group in Dubai Creek Harbour, having recently unveiled Address Harbour Point, a premium lifestyle hotel and serviced residences to be operated by Address Hotels + Resorts.

Vida Harbour Point will have 275 thoughtfully designed rooms that reflect the Vida ethos of delivering a refreshingly different upscale lifestyle experience for the new generation of business executives, entrepreneurs and leisure travellers. The hotel will uphold the vintage design approach typical of all Vida hotels that embrace warmth, simplicity and creativity in design-led spaces.

With its classic design, contemporary finishes and chic colour schemes, **Vida Harbour Point** integrates seamlessly with the creekside environment. In addition to a range of in-hotel amenities such as an all-day dining restaurant, health and fitness facilities, meeting rooms and events venues, guests will have direct access to a vibrant 4.5km long Creek Boardwalk and a marina that can berth yachts of varying sizes. The Boardwalk will feature retail, leisure, F&B outlets, event spaces, galleries and water features.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Dubai Creek Harbour is today one of the most sought-after lifestyle and residential destinations and will be one of the hospitality hubs of the future. In addition to the iconic Dubai Creek Tower, the mega-development has a world-class retail district, a vibrant Island District with a marina and other leisure attractions that will appeal to leisure guests. **Vida Harbour Point** offers an exceptional location for guests by the creek, and will be a lively hub where style meets convenience and connectivity."

The interiors of **Vida Harbour Point** will embrace a fashion-forward concept underpinned by minimalist hues and open spaces exuding natural light. The neutral colour palette followed across the property assures a soothing ambience. State-of-the-art technology features will be deployed assuring fast connectivity. Several themed restaurants will be opened, with details to be announced in due course.



A smart city of the future, Dubai Creek Harbour will feature several world-class hotels, retail precincts and residences, with Dubai Creek Tower, billed to be the world's highest observation tower, serving as its anchor, welcoming guests from around the world.

Vida Hotels and Resorts currently has two operational properties in the UAE – the 156-room *Vida Downtown* and 197-room *Manzil Downtown*, both in Downtown Dubai. Other upcoming projects in the country include: *Vida Dubai Marina*, *Vida Dubai Mall*, *Vida The Hills*, *Vida Townsquare*, *Vida Residences Downtown* and *Vida Beach Reem Island Abu Dhabi*. The brand has expanded internationally with management agreements to operate *Vida Jeddah Gate* in Saudi Arabia, *Vida Marassi Marina* in Egypt and *Vida Marassi Al Bahrain*.

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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, Maldives 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

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 Egypt, Bahrain, Saudi Arabia, and other key markets in the region as well as in Dubai. www.vidahotels.com

For more information, please contact:

Kelly Home | Nivine William

ASDA'A Burson-Marsteller; +9714 4507 600

kelly.home@bm.com | nivine.william@bm.com