



Press Release

Emaar Hospitality Group launches panoramic, 360 virtual tours of its hotels in Dubai

Dubai, UAE; June 4, 2017: In another technology first, Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, has introduced panoramic, 360 virtual tours of its hotels in Dubai.

The 360 virtual tours, captured in high-definition photographs and videos, offer visitors the opportunity to experience the unique value propositions of each hotel, discover its myriad facets and make an informed decision – be it for booking hotel stays, restaurants or pampering oneself at spas.

The 360 virtual tours cover properties under the premium luxury hotel and serviced residences brand, Address Hotels + Resorts; the upscale lifestyle hotel and serviced residences brand, Vida Hotels and Resorts; and the new contemporary mid-scale hotel and serviced residences brand, Rove Hotels.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: “Introducing innovative digital experiences is part of our strategy to further enhance the guest experience. The 360 virtual tours open doors to the delightful and exceptional lifestyle offerings at our hotels, enabling visitors anywhere in the world to make informed decisions and plan their stay in vivid detail. We will continue to explore newer opportunities to strengthen our online engagement with our guests, underlining our commitment to provide value-added customer-centric experiences.”

The 360 virtual tours take visitors through the spectacular architecture that define properties under Address Hotel + Resorts, including Address Boulevard, Address Dubai Marina, Address Dubai Mall, Address Montgomerie, and Palace Downtown. The 360 virtual tours also take visitors through the exceptional ambience offered by Vida Downtown and Manzil Downtown, as well as the three Rove Hotels that are currently operational in central locations across the city – Rove Downtown, Rove City Centre and Rove Healthcare City.

To view, simply click on the hotel websites, which can be navigated via www.addresshotels.com; www.vidahotels.com; and www.rovehotels.com. The master-brand pages will take you to individual hotel sites, where you can take the interactive tours.

Each virtual tour, assembled through panoramic photography and videography, will provide all the features of the hotel in vivid details. From the exteriors to the interior, whether it is the lobby, restaurants, lounges, spas, event spaces, or the intricate details of rooms and suites, you can experience it all online.

The launch of the 360 virtual tours of all hotels is part of the ambitious digital transformation that Emaar Hospitality Group is bringing through several innovative initiatives. The objective is to enable visitors to become familiar with the hotels and understand the real value that awaits them. They can then simply make their bookings via the website itself, adding to their convenience.



The virtual tours can also be experienced over smartphones through the new native Apps that Emaar Hospitality Group has launched. Setting an industry-first, these Apps powered by Go Find It Technologies SA, enhance the digital lifestyle experiences of guests at Address Hotels + Resorts, Palace Downtown, Vida Hotels and Resorts, Manzil Downtown and Rove Hotels. The Apps of Address Hotels + Resorts, Vida Hotels and Resorts, Palace Downtown and Manzil Downtown have gone live with the Rove Hotels App to go live shortly.

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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 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 Bahrain, Saudi Arabia, 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.

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