



Press Release

Defines credentials as most digitally connected hotel group

Emaar Hospitality Group sets world-first with five native Apps for enhanced digital experiences

- *Address Hotels + Resorts, Vida Hotels and Resorts, Palace Downtown and Manzil Downtown Apps tailored on their guest profiles & preferences are now live; Rove Hotels App to go live shortly*
- *Integrated with backend systems to offer management teams crucial real time data for enhancing guest experience*

Dubai, UAE; April 27, 2017: In a never-before example of digital transformation in the hospitality industry, Emaar Hospitality Group has set an impressive first with the launch of five native Applications (Apps) that enhance the digital lifestyle experiences for guests.

The first-of-its-kind in the world of hospitality, the Apps stand apart for their focus on individual hotels under the Group as opposed to conventional industry practices, and assure end-to-end digital connectivity with the hotel for guests over their mobile phone.

The introduction of the new Apps is in line with the new digital strategy of Emaar to drive enhanced customer experiences. The 'mobile first' approach of Emaar Hospitality Group, combined with its ambition to be an industry leader in using technology to enhance guest experience, is set to be an industry game changer by delivering an innovative digital experience for guests.

The Apps are part of a series of other digital initiatives being implemented by Emaar Hospitality Group. They draw on the tremendous potential offered by the increased internet and smartphone penetration in the region. It is also aligned with the aspirations of the region's 200 million youth population, who form the new generation of travellers and entrepreneurs.

Emaar Hospitality Group selected Go Find It Technologies SA as its partner in developing the Apps. Marking the first phase of the digital transformation across the Group, the Apps are being developed for Address Hotels + Resorts, Vida Hotels and Resorts, Rove Hotels, Palace Downtown and Manzil Downtown, taking into consideration the unique guest profiles and preferences of the hotel brands and individual hotels.

Address Hotels + Resorts, Vida Hotels and Resorts, Palace Downtown and Manzil Downtown Apps have gone live with the Rove Hotels App to go live shortly.

Olivier Harnisch, Chief Executive Officer, Emaar Hospitality Group, said: "This is truly historic as we pioneer a new digital trend for the hospitality sector. Now our guests have all the connectivity and convenience they need for a memorable experience at our hotels right at their fingertips.

"The five Apps are industry-defining, as they take into consideration the unique customer requirements of our three hotel brands. They will enable our guests to access a host of services on their mobile phones, while also providing us with real time data that will help us deliver value-added services to meet and exceed their expectations."



The five Apps enjoy superior functionality. They are integrated with the hotels' reservation systems, offer guests access to city guides, are social media friendly and push relevant information such as an invitation to join the 'U By Emaar' loyalty programme, special offers, relevant event information and much more.

The content offered within the Apps includes professionally produced City Guides highlighting what is happening in and around the city on a daily basis. This regularly updated information will account for around 30 per cent of the content within each App.

Additionally, individual hotels will create their own content to engage with guests in a meaningful way while making it easier for marketers to highlight relevant events as well as special offers across stays, dining, spa and more.

Address Hotels + Resorts, Vida Hotels and Resorts, Palace Downtown, and Manzil Downtown Apps on iOS and Android are available for download on the App Store and Google Play; the Rove Hotels App will be available soon.

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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, Egypt and other key markets in the region as well as in Abu Dhabi and 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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