



Press Release

Emaar unveils Vida Hotels and Resorts 'where inspiring minds meet'

- *Brand-new approach to inspired living, Vida targets upwardly mobile young business and leisure travellers*
- *First outlet in novel 'urban hub' chain set to open in Downtown Dubai*

Dubai, UAE, May 4, 2013: The new generation of business executives, entrepreneurs and leisure travellers now have a hotel brand tailored just for them with the launch of Vida Hotels and Resorts by Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties PJSC.

As its name suggests, Vida, meaning 'life' in Spanish, embraces warmth, simplicity and youthful vitality, creating a stimulating environment for the younger business and leisure tourist who demands all the frills of modern luxury travel but none of the fuss.

Billed as 'an urban hub where inspiring minds stay, play and connect', the first branded outlet in the novel hotel chain is set to open in Downtown Dubai, offering 156 rooms and the last word in understated cool.

Mohamed Alabbar, Chairman of Emaar Properties, said: "The profile of today's global traveller is changing, with a more youthful, upwardly mobile audience now seeking a distinct hospitality experience to suit their needs. Vida will add life to the hotel stays of this increasingly important tourist community, delivering an intimate touch but also the freedom they expect."

He added: "Five years ago we launched The Address Hotels + Resorts, our five-star premium hotel brand, now acknowledged globally for its peerless standards. With the introduction of Vida Hotels and Resorts, we are creating a brand new concept in inspired living, elegant yet simple, and a new urban hub for the discerning traveller."

According to the ITB World Travel Trends Report 2012/2013, more than a third of travellers are aged 15-34, and this youthful picture is replicated in the Middle East, where two-thirds of the population are under the age of 30. Dubai further serves as the hub for a vast youthful demography of over 2 billion people below the age of 25 years across the Middle East, Africa and Asia.

Emaar's Vida Hotels and Resorts concept aims to tap into this rapidly emerging market, offering services and an ambience designed to appeal to the younger generation, as well as the practical advantages that go with great hotels in the best locations.



Vida Hotels and Resorts will be distinguished by neutral colours creating a chic ambience, good food inspired by Middle East and international cuisine, and the convenience of the latest technology, including check-in via iPad and uninterrupted Wi-Fi service.

Emaar plans to roll out the new hotel chain in its key global markets, starting with the Vida Downtown Dubai (formerly the Qamardeen hotel), in the heart of Emaar's world-famous master-planned Downtown Dubai community, overlooked by Burj Khalifa, the world's tallest building. The new hotel will also oversee the operations and management of the neighbouring Al Manzil Hotel.

Emaar Hospitality Group provides a wide spectrum of hospitality options through its diverse portfolio including The Address Hotels + Resorts, Arabian Ranches Golf Club, Dubai Polo & Equestrian Club, and Dubai Marina Yacht Club, in addition to its division of independent lifestyle dining restaurants including At.mosphere Burj Khalifa, the world's highest restaurant, The Palace Café and Madeleine.

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Note to Editors

About Emaar Hospitality Group LLC:

Emaar Hospitality Group LLC, the wholly owned subsidiary of Dubai-based global property developer Emaar Properties PJSC, manages the company's growing roster of hospitality and leisure projects. Emaar Hospitality owns and manages a diversified portfolio of hospitality assets such as hotels, serviced residences, golf resorts, Dubai Polo & Equestrian Club, recreation clubs, the Dubai Marina and associated yacht club. Emaar Hospitality Group's vision is to be recognised as the premier global provider of personal, innovative and memorable lifestyle experiences. www.emaar.com

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