



## Press Release

# **Emaar Hospitality Group's first Vida hotel project in Egypt, 'Vida Marassi Marina' to offer refreshing marina tourism experience**

- *Vida Marassi Marina with 120 rooms and suites offers spectacular marina views*
- *Yacht club with berthing facility will appeal to marine leisure enthusiasts from across the region*
- *Vida project is part of Emaar Misr's Marassi development set by the Sidi Abdel Rahman Bay*

**Dubai, UAE/Cairo, Egypt; August 29, 2017:** Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties, is welcoming yachting and marina enthusiasts to its upcoming hotel project in Marassi, the master-planned lifestyle and tourism destination by Emaar Misr (EGX: EMFD.CA) set by the scenic Sidi Abdel Rahman Bay.

Vida Marassi Marina by Emaar Hospitality Group marks the first project under its Vida Hotels and Resorts brand in Egypt, and marks the third hotel project by the Group in the country. The other hotel projects by Emaar Hospitality Group in Egypt, also located in Marassi, are Address Marassi Beach Resort and Address Marassi Golf Resort + Spa. The latter hotels are operated by Address Hotels + Resorts, the premium luxury hotel and serviced residences brand.

Elegantly designed, Vida Marassi Marina will have 120 hotel rooms and suites offering marina views, and access to a range of lifestyle amenities including yacht club, berthing and others. An array of amenities including restaurants, meeting facilities, outdoor pools and decks, add to the lifestyle choice of guests.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Vida Marassi Marina is a sterling addition to our portfolio of three hotel projects now in Egypt, all within the spectacular community of Marassi. This new project upholds the brand values of Vida, and will be a catalyst for leisure tourism to Marassi and Egypt with its direct access to the yacht club and berthing facilities. With marina enthusiasts seeking newer and innovative experiences, the new upscale lifestyle hotel project is uniquely positioned to offer them an elegant destination of choice."

Vida Marassi Marina celebrates the differentiating brand philosophy of Vida Hotels and Resorts, the upscale lifestyle hotel brand. Targeting the new generation of business executives, entrepreneurs and leisure travellers, the hotel is positioned as a lively and vibrant hub where inspiring minds can create, connect and come alive. Typical of the brand, with Vida meaning 'life' in Spanish, Vida Marassi Marina too embraces warmth, simplicity and creativity in a design-inspired space.

Celebrating a striking contemporary architecture, Vida Marassi Marina will have a fashion-forward interior concept with vast open spaces that exude natural light. A neutral colour palette is followed to create a fresh feel for the interiors while state-of-the-art technology ensures seamless connectivity. Offering a retreat-like ambience, the hotel project will stand out for exceptional landscaping that complements its marina-front location. In addition to wellness facilities and meeting rooms, Vida Marassi Marina will bring themed restaurants.



Marassi is a unique Mediterranean destination accessible from the Burj El Arab and El Alamein airports, both providing direct connections to major European cities. The development features a marina, golf course, and daycare facilities. The first phase of the Marassi Beach Clubhouse is now open to the public. Emaar Misr has also completed the renovation of the historical Alamein Hotel, which has boosted the number of tourists to the region.

Vida Hotels and Resorts has two operational properties in Dubai – Vida Downtown and Manzil Downtown – in addition to a growing footprint of projects in the UAE including: Vida Dubai Marina, Vida The Hills, Vida Townsquare, Vida Dubai Creek Harbour, Vida Beach Reem Island Abu Dhabi, Vida Dubai Mall and Vida Residences Downtown.

Emaar Hospitality Group has won management contracts to operate Vida hotels in Bahrain and Saudi Arabia with the Vida Marassi Al Bahrain and Vida Jeddah Gate, underpinning the growing appeal for the brand that brings a refreshing hospitality experience to the region.

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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 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](http://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](http://www.vidahotels.com)

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