



Press Release

Dubai's exceptional city shopping retreat Address Dubai Mall welcomes guests with new look and sparkle

- *Renovated Address Dubai Mall, located in The Dubai Mall, reimagines luxury with ultra-modern hotel room and suites and exceptional dining concepts*
- *Assuring a new experience for visitors, Address Dubai Mall also brings avant-garde wellness facilities with an indulgent Spa*

Dubai, UAE: October 16, 2018: Emaar Hospitality Group, the hospitality and leisure business of global developer Emaar Properties, has welcomed guests to the boldly reimagined Address Dubai Mall, an exceptional and exclusive city shopping retreat in The Dubai Mall.

With a new look and sparkle, the all-new Address Dubai Mall redefines premium luxury with its ultra-modern hotel rooms and suites, exceptional dining concepts and avant-garde wellness facilities. The facelift of the preferred lifestyle destination for visitors from across the world, comes closely after the ninth anniversary of Address Dubai Mall, which was officially inaugurated on September 9, 2009.

The renovation of the hotel was undertaken over the past few months with the new design spanning the welcome entrance, lobby, hotel rooms & suites, the restaurants, fitness centre, and Qix, the children's club, among others. Alongside, there have been spectacular new additions that will delight visitors, who value the hotel for its proximity it offers to the varied lifestyle attractions in Downtown Dubai.

Olivier Harnish, CEO of Emaar Hospitality Group, said: "The all-new Address Dubai Mall once again underlines our strategy of creating exceptional lifestyle environments under our Address Hotels + Resorts. This is 'where life happens' and it is important that we revisit the hotel's offerings – from its look and décor to the amenities – to deliver innovative and authentic experiences for our guests."

Mohamed Samir El Sayed, General Manager of Address Dubai Mall, added: "As a city shopping retreat, Address Dubai Mall has set industry benchmarks for its service excellence, lifestyle choices and central location. We are raising the standards with the all-new design and added amenities that will make the hotel the first choice for every occasion – from corporate to social, personal, and family gettogethers. The facelift of Address Dubai Mall is not cosmetic; it permeates the very essence of luxury hospitality that we promise to our guests and visitors."

With the entrance to spot a new design, the Lobby is now more contemporary, reflecting sophisticated elegance, and complementing the hotel's appeal to the fashion-lovers who revel in retail therapy at The Dubai Mall. Vitrines featuring high-end brands add to the fashion quotient and offers another opportunity for retailers in The Dubai Mall to build their brand engagement with the visitors.

Lavish new rooms & suites

The rooms take on an inspiring new look and feel with lavish furnishings adorning them. Best-in-class amenities, from mood lighting to touchpad switches assure a superior lifestyle befitting the individuality of the guests. Private balconies open to mesmerizing views of the city's finest sights, from Burj Khalifa to The Dubai Fountain. Guests can choose from 244 rooms and suites including Deluxe Rooms, Premier Rooms, Premier Suites, Club King Rooms, and Suites.



Address Dubai Mall also features the Address Residences Dubai Mall – 449 serviced residences in all – including impressive studio, one-, two- and three-bedroom apartments as well as magnificent two-bedroom penthouses. Residents have access to exceptional dining experiences, an award-winning spa and a modern Fitness Centre, and a dedicated entrance to The Dubai Mall.

Dining choices redefined

Karat, the lobby lounge of Address Dubai Mall, is now fresher and sophisticated, with contemporary and modern Arabic culinary delights to choose from, in addition to new dining choices awaiting you at Address Dubai Mall: Cez is where you can retreat for a sumptuous lunch with international interpretations of Asian and Mediterranean dishes served in a natural kitchen atmosphere while the Boutiq, with its skillful mixologists, has a new-age interpretation. The Café serves luscious lattes to ice-cold frappés, and special Arabica blends and delectable savouries,

Soon to open doors is the Club Lounge, an elegant retreat exclusively reserved for guests of Club Rooms and Suites, who can enjoy complimentary meals and an assortment of invigorating beverages throughout the day in stately dining and lounge-style areas.

Address Dubai Mall is also home to one of the largest open-air lap pools in Downtown Dubai, the allure of which is enhanced by the exotic pool-side restaurant, Cabana, which will welcome guests shortly. A dedicated splash pad for children and private cabanas ensure that families have ample opportunity to revel in quality time together. A vast sun-lounging deck provides a marvellous vantage point from which to admire views of Burj Khalifa ahead and the magnificent city beyond.

Exceptional lifestyle amenities

Located on Level 3, Qix, the wonderland for children up to 12 years of age, has been revigorated to provide young guests a variety of creative and engaging activities such as craft sessions, educational games and more. A qualified team of professionals assures careful supervision, assuring parents a well-deserved opportunity to enjoy the hotel's finest amenities. The Fitness Centre has advanced equipment that caters to most training styles and is open 24 hours a day all through the week.

The first choice for events and weddings

With Address Dubai Mall having served as the first choice for meetings and events, the renovated hotel will offer even more conveniences. Beautiful aesthetics and flawless functionality merge seamlessly across the meeting and event venues that will be ready soon to welcome guests. The Diamond Ballroom can be converted into three individual spaces for corporate events, gala dinner and elegant weddings, while the purpose-built Meeting Rooms are equipped for all business needs.

Adding to the choice of Address Dubai Mall as one of Dubai's definitive wedding venues is a Bridal Sales Centre, that serves as a preview showcase, and a VIP multi-purpose room, ideal for the bride or bridal party to prepare for the reception. The hotel's events team will assist guests with all details – from delivering a multi-tiered wedding cake to exquisite floral arrangements and more.

An all-new Spa

The Spa at Address Dubai Mall will have an elegant new look and assure the blissful experiences of refinement and rejuvenation that nourish both mind and body. The Spa will feature 15 treatment rooms – some of which are now open – as well as hydrotherapy facilities, steam rooms, hair & nail studio, and relaxation areas.



Address Dubai Mall will also offer special retail packages for guests, who will also have the opportunity to explore a diverse range of leisure attractions in easy walking distance including access to At the Top, Burj Khalifa; Dubai Aquarium & Underwater Zoo; the VR Park and Reel Cinemas, among others.

Members of U By Emaar, the customer-focused loyalty programme designed by Emaar Hospitality Group, the Expo 2020 Dubai Official Hotel & Hospitality Partner, in association with Emaar Entertainment, will assure unprecedented value. They stand to gain special benefits across 55 of Emaar's award-winning hotel, F&B and leisure brands.

Address Dubai Mall is in easy walk of Burj Khalifa, Souk Al Bahar and The Dubai Fountain. It also seamless connectivity to many of the emirate's central highways, such as Sheikh Zayed Road, while the Dubai International Airport is only 10 minutes away. Bookings can be made online at www.addresshotels.com

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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 the UAE.

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 the UAE.

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between 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 five properties in well-connected locations across Dubai and is set to operate further properties in Ras Al Khaimah in the UAE, and in Saudi Arabia. The leisure assets of Emaar Hospitality Group include Arabian Ranches Golf Club, Dubai Polo & Equestrian Club and Dubai Marina Yacht Club.

Underlining its strength and contribution to shaping the hospitality sector of the nation, Emaar Hospitality Group has been awarded as the Official Partner of Expo 2020 Dubai and will provide authentic experiences with a strong local flavour at various locations across the Expo 2020 site, including VIP clubs and lounges, as well as in its hotels and restaurants in Dubai.

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