



Press Release

Luxury boutique Address Montgomerie hotel unveils newly renovated rooms with contemporary interiors and upscale amenities

Dubai, UAE; September 27, 2018: Address Montgomerie, the luxury boutique golf retreat located in the heart of the scenic residential community of Emirates Hills and part of Emaar Hospitality Group's Address Hotels + Resorts brand, has unveiled its newly renovated premium rooms to elevate its appeal to connoisseurs of fine living and ensure a truly exceptional guest experience.

The newly renovated rooms in Address Montgomerie, home to the region's iconic 18-hole, par 72 championship course designed by golf legend Colin Montgomerie in association with world-renowned designer Desmond Muirhead, exude effortless style and sophistication. Inspired by the verdant surroundings and mesmerising landscape, the 22 rooms have been refurbished with contemporary interiors and lighter hues of green to complement the lush fairways of the golf course.

Simple yet refreshing, the newly designed rooms reflect the artistic use of brass to balance the green overtones while accents of velvets are cleverly detailed in the upholstery to lend a soft touch to the furnishings. The sophisticated new look of the rooms at Address Montgomerie perfectly blends with the resort's serene surroundings, the phenomenal championship golf course and The Academy by Troon Golf.

Timothy Stanhope, General Manager of Address Montgomerie, said: "Address Montgomerie's innate appeal lies in its luxury interiors, personalised service and world-class facilities. We look forward to welcoming guests who will be pleasantly surprised with the new stylish rooms, designed with comfort and convenience in mind, offering a perfect balance of tranquility and indulgence."

Golf Champion and Eight times Ryder Cup Winner, Colin Montgomerie, said: "I am extremely proud to be associated with Address Montgomerie. The new room renovation is spectacular and reflects the five-star luxury resort experience. I am looking forward to staying at the hotel and personally witnessing the quality and high standard of this very special golf resort in the UAE."

Set against the picturesque backdrop of Dubai Marina, Address Montgomerie's new accommodation is classified under three categories - **Golf View, Courtyard View, Junior Suite and the Montgomerie Suite** - assuring panoramic vistas of the championship golf course accentuated with beautiful fountains and bridges. Each room has its own appeal with black and white retro vintage golfing images reflecting the retreat's association with the sport.

Avid golfers, leisure seekers and those who cherish the finer things in life can now enjoy spacious bedrooms with stunning modern décor, plush interiors, rich fabrics, opulent bathrooms and 24-hour room service. Every room has been equipped with a gourmet coffee and tea station, fully stocked mini-bar, complimentary high-speed Internet access, safety deposit box and an LCD television complete with access to in-room cable entertainment.



ADDRESS MONTGOMERIE

The superior quality and eye for detail extends to every area of Address Montgomery, including its three award-winning restaurants such as the recently renovated Mediterranean restaurant Nineteen, The spa, open-air pool, fitness centre, spectacular event spaces and innovative meeting rooms. Address Montgomery is part of Address Hotels + Resorts, the premium luxury hotel brand of Emaar Hospitality Group, the Expo 2020 Dubai Official Hotel and Hospitality Partner. For more, please visit 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, Sharjah, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in Dubai.

A contemporary midscale hotel brand that reflects the pulse of Dubai, Rove Hotels is a joint venture between Meraas and Emaar Properties PJSC. 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 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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