



Press Release

Emaar Hospitality Group marks regional first by winning ACTE-BCHA accreditation for its hotels

10 hotels accredited by the global accreditation programme specifically for business travellers

Dubai, UAE; July 18, 2018: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties, has marked a regional first by securing the ACTE-BCHA accreditation for 10 of its hotels in Dubai, underlining the strong value it brings for business travellers.

The Association of Corporate Travel Executives (ACTE) - Business and Conference Hotels Accreditation (BCHA) is the first hospitality industry global accreditation programme shaped specifically for business travellers. It focuses on safety and security, quality and added value in the hospitality offering for international business guests.

Ten hotels under Emaar Hospitality Group have received the accreditation across its three hotel brands – the premium luxury Address Hotels + Resorts, the upscale lifestyle Vida Hotels and Resorts and the contemporary midscale Rove Hotels. The ACTA-BCHA accredited hotels are: Address Dubai Mall, Address Boulevard, Address Dubai Marina and Palace Downtown – under Address Hotels + Resorts; Vida Downtown and Manzil Downtown under Vida Hotels and Resorts; and Rove Downtown, Rove Trade Centre, Rove City Centre and Rove Healthcare City, under Rove Hotels, developed by Emaar Properties as a joint venture with Meraas Holding.

BCHA relies on a global network of affiliate partners and has recently signed an agreement with dnata, which will look after the programme development in the UAE with the potential to expand across the Middle East.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: “The ACTA-BCHA accreditation, a regional first for our Group, underlines the exemplary standards we set for our guests, especially business travellers. Located centrally in the city, all our hotels focus on offering our guests, exceptional value through amenities that are tailored for business travellers. With Dubai and the UAE emerging as a global business and leisure hub, the accreditation will driver stronger interest in our hotels from corporate guests from across the world.”

By 2020, ACTE-BCHA plans to accredit 10,000 hotels worldwide focusing not only on emerging but also on European markets considering growing demand from the global corporate travel side to safety and security compliance.

Savio Vaz, Vice President Government & Corporate Travel of dnata, said: “We are proud to collaborate with ACTE on this initiative, which will provide international corporate travellers a choice of exciting accommodation options available in the UAE and the Middle East region. Travel executives will also have the opportunity to enjoy traditional Arabian hospitality, which will enhance their overall travel experience when they visit the region and the UAE in particular for business.”



Vadim Zelenski, CEO of ACTE-BCHA, added: “After the promising launch of ACTE-BCHA in Russia as a pilot phase of the project, the programme has proven itself to be extremely important for the needs of today corporate traveller and for corporations themselves as effective tool of applying CSR in today’s rapidly changing environment. I am happy to welcome dnata as a perfect partner for programme’s development in UAE and the Middle East.”

Emaar Hospitality Group has 13 operational hotels and three serviced residences in Dubai, and is expanding its footprint to key international markets including Saudi Arabia, Bahrain, Egypt, Turkey and The Maldives in addition to the expansion of its three hotel brands in the UAE.

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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. www.emaar.com

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About ACTE:

The Association of Corporate Travel Executives (ACTE) has a 25-year reputation for leading the way corporate travel is conducted. As a global association, comprised of executive-level members in more than 100 countries, ACTE pioneers educational and technological advances that make business travel productive, cost-effective and straightforward. ACTE advocacy and initiatives continue to support impactful changes in, safety and security, privacy, duty of care and compliance along with traveler productivity that supports global commerce.



About dnata:

The dnata story started in 1959 when it was launched in Dubai with five staff. Today, it is a team of almost 40,000 people, operating in more than 84 countries. dnata provides cargo, ground handling and catering services at more than 131 airports, and, in addition, operates across the travel industries, from its flagship dnatatravel.com business to specialist cruise provider, Imagine Cruising.