



Press Release

Emaar Hospitality Group leadership team leads associates to roll out ‘Dubai Way’ training

- *Dubai Way is the essential knowledge and learning platform for the entire tourist-facing workforce*
- *Dubai Way seeks to deliver a first-of-its-kind learning experience combining video, interactive activities and online assessments*
- *All Emaar Hospitality Group associates will complete the training by end of June 2018*

Dubai, UAE; April 9, 2018: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, and Rove Hotels, a joint venture of Meraas Holding and Emaar Properties PJSC, have commenced the implementation of the Dubai Way training programme, a strategic initiative by Dubai College of Tourism (DCT).

All hotel projects under Emaar Hospitality Group and the contemporary midscale Rove Hotels are rolling out the programme following the voluntary participation of Emaar Hospitality Group’s leadership team in the Dubai Way online training session.

Dubai Way is designed to improve the knowledge and resourcefulness of the entire tourist-facing workforce. With this, DCT is delivering a multi-disciplinary educational platform that seeks to nurture human capital and contribute to Dubai’s vision of welcoming 20 million annual visitors by 2020. The Dubai Way programme is the first of many fundamental courses that DCT will provide across the tourism, hospitality, retail and events industries.

The Dubai Way programme provides 30 in-depth lessons covering vital knowledge on history, culture, visitor attractions, safety and security, transportation, adventure, gastronomy and customer service. The dynamic, self-paced training programme is available online in English, Arabic, Hindi, Urdu, Bengali and Mandarin.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: “All of us working in Dubai’s tourism industry are hosts and ambassadors of this city. The Dubai Way is a great initiative developed by the Dubai Department of Tourism & Commerce Marketing, and an important step in making Dubai the most hospitable destination in the world. Our leadership team and I learned a lot about Dubai’s history, variety of offerings and welcome culture by completing the online course. All Emaar Hospitality Group associates will do likewise by the end of June.”

Essa Bin Hadher, General Manager, DCT, added: “We are pleased that the leadership team at Emaar Hospitality Group recognises the huge benefits of participating in the Dubai Way training. Ensuring we have a knowledgeable and resourceful tourist-facing workforce in Dubai is critical to driving repeat visitation and becoming the most recommended destination in the world, and we are grateful for Emaar Hospitality Group’s valuable contribution towards these goals.”

Emaar Hospitality Group has 11 operational hotels in Dubai under Address Hotels + Resorts as well as the upscale lifestyle Vida Hotels and Resorts brand and Rove Hotels. With a strong portfolio of upcoming properties under both brands as well as, Emaar Hospitality Group is focused on supporting the goals of the Dubai Tourism Vision 2020 to welcome over 20 million annual visitors by the turn of this decade.

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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 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, and 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 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

About Rove Hotels:

A contemporary lifestyle hotel and residences 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 who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings, Rove Hotels defines a new niche in Dubai's vibrant hospitality sector.

Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart who lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the mindset of the highly mobile socially connected global nomads, who explore without borders.

With a focus on design, urban life and uplifting experiences, Rove Hotels assure total harmony with seamless guest service, high aesthetic standards in design and superior comfort.

Rove Hotels has five properties in well-connected locations across Dubai – Rove Downtown, Rove Healthcare City, Rove City Centre, Rove Trade Centre and Rove Dubai Marina. Other upcoming hotels include one nearby Dubai Parks and Resorts and another in King Abdullah Economic City in Saudi Arabia. www.rovehotels.com

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