



## Press Release

# Experience the 'SPECTACULAR' this festive season with Emaar Hospitality Group

- Explore a world of scintillating celebrations at [www.myfestivedubai.com](http://www.myfestivedubai.com)
- Over 100 exceptional experiences tailored in three categories – Stays, Festive Season, New Year's Eve, Corporate Events and Festive Treats
- Experiences available at Emaar Hospitality Group's three hotel brands – Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels as well as its restaurants and leisure attractions

**Dubai, UAE; October 30, 2018:** Emaar Hospitality Group is all set to mark the festive season and welcome the New Year with an unparalleled array of extraordinary festive experiences and sensational year-end events in the heart of Dubai.

Embodying the true festive spirit, the incredible host of celebrations showcased at [www.myfestivedubai.com](http://www.myfestivedubai.com) include over 100 offerings at more than 15 destinations across the city, to offer residents and visitors a truly delightful holiday season.

For visitors looking for a memorable winter break or residents wanting to indulge in the celebratory spirit with friends and family or corporates planning to leave a great impression on colleagues and business associates, there's something for everyone to enjoy, in the lead up to the magnificent fireworks at Burj Khalifa that will welcome in 2019. Offering the best of Dubai, visitors and residents can explore diverse offers under the five easy-to-navigate categories – Festive Season, New Year's Eve, Corporate Events, Festive Treats and Stays at [www.myfestivedubai.com](http://www.myfestivedubai.com).

Olivier Harnisch, CEO of Emaar Hospitality Group, said: "With the festive season set to welcome visitors from across the world in Dubai, and UAE residents exploring staycations and lifestyle experiences to make the most of the season's spirit, Emaar Hospitality Group is offering truly exceptional offers for all. Our hotels, restaurants and leisure attractions will serve as the first choice for visitors, with their central location and superb service standards."

The remarkable range of glamorous festivities, culinary experiences, and staycations spans Emaar Hospitality Group's three brands – Address Hotels + Resorts, the premium luxury hotel and serviced residences; Vida Hotels and Resorts, the upscale lifestyle hotel and serviced residences, and Rove Hotels, the contemporary midscale hotel brand. The choices also extend to leisure attractions such as Arabian Ranches Golf Club and Dubai Polo & Equestrian Club.

Moreover, guests can choose to indulge in world-class culinary delights and magnificent New Year soirées at two of Dubai's most sought-after venues – *At.mosphere*, *Burj Khalifa* and Sean Connolly at Dubai Opera for a truly unforgettable evening of celebrations.

There are more than 70 offers to celebrate the 'Festive Season' with a selection of award-winning dining and entertainment options across various restaurants in Address Downtown, Address Boulevard, Address Dubai Marina, Address Montgomerie, Address Dubai Mall, Palace Downtown, Vida Downtown, Manzil Downtown, Rove Downtown, Rove City Centre, Rove Healthcare City, Rove Trade Centre and Rove Dubai Marina – all the operational hotels under Emaar Hospitality Group in Dubai.



A collection of more than 40 immersive dining experiences are on offer to make 'New Year's Eve' an utterly magnificent evening for the guests as they usher in 2019 with the iconic fireworks and spectacular New Year's Eve Gala.

Guests can stay at Dubai's most popular lifestyle destinations and in the heart of the action all through the season with rewarding 'Stays' at luxurious Address Hotels + Resorts or urban and sophisticated surroundings of Vida Hotels and Resorts.

Promising an elevated and glamorous experience, there are more than 25 'Corporate Event' packages to host festive celebrations and corporate end of the year events. From luxurious ballrooms and picturesque outdoor venues to exquisite food and tailor-made menus, the possibilities to make these events memorable are endless with Emaar Hospitality Group.

Fantastic 'Festive Treats' including traditional turkey with all the delicious trimmings can be booked from different restaurants across Dubai to enjoy the merriment of the season in the comfort of their home with loved ones.

Further complementing these experiences, U By Emaar, the rewards programme by Emaar, enables guests to gain additional value when they sign up for it. U By Emaar is open for individuals over 18 years from anywhere in the world. Users earn Upoints, the currency of U By Emaar, with 1 Upoint for every AED 2 spent. Members are rewarded with Upoints when they stay, dine or enjoy any entertainment experience offered by Emaar's diverse participating portfolio of choices.

For more information or reservations on festive experiences, please visit [www.myfestivedubai.com](http://www.myfestivedubai.com) or call +9714 888 3444.

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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.

[www.emaarhospitality.com](http://www.emaarhospitality.com)

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