



Press Release

Iconic Address Downtown opens doors to hotel guests

- *Address Downtown features 220 rooms and suites with high-end features, innovative restaurant choices and the world-class The Spa at Address Downtown*

Dubai, UAE; June 4, 2018: Address Downtown, the flagship hotel under Emaar Hospitality Group's premium lifestyle Address Hotels + Resorts brand, has opened its doors to hotel guests, marking the arrival of Dubai's much-loved destination, popular among visitors from across the world.

Address Downtown has opened with several innovative features including new restaurant concepts, additional rooms and suites, The Spa at Address Downtown, and a brand-new interior design. With 220 guest rooms and suites, several of them opening to spectacular views of the iconic Burj Khalifa and The Dubai Fountain, Address Downtown will add additional features in the coming days.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Address Downtown holds a very special place in the hearts of all discerning travellers and guests. Defined by its central location overlooking Burj Khalifa, the hotel has consistently secured the world's leading tourism and hospitality awards.

"With the opening of Address Downtown, Emaar is bringing to life a crowning glory in its hotel assets. Working with world-leading designers and consultants, the all-new Address Downtown ushers in an exceptional lifestyle choice and set new standards in luxury hospitality. The hotel will continue to uphold its distinctive positioning of 'where life happens'."

A spectacular location

Towering high at 302 metres in 63 levels, Address Downtown is one of the world's foremost references for luxury hospitality, only 15 minutes from the Dubai International Airport. Set in the heart of Downtown Dubai, the hotel is in walking distance of The Dubai Mall and directly overlooks Burj Khalifa. Guests have uninterrupted views of The Dubai Fountain, the world's tallest water-music spectacle. The hotel is also near the city's business hubs such as the Dubai International Financial Centre and the Dubai International Convention Centre.

Guest Rooms & Suites

From the generosity of space to the rareness of finishes, the 220 rooms and suites of Address Downtown are equipped with high-speed wireless Internet, interactive TVs, room automation and an entertainment interface. Guests can choose from 16 spacious, welcoming and immaculately appointed room and suite choices.

Among the selection are: Deluxe Rooms, Premier Rooms, Premier Fountain View Rooms, Club Rooms, Club Fountain View Rooms, Junior Suites Fountain View, Executive Suite, Executive Suites Fountain View, Spa Suites, Spa Suite Fountain View, Signature Spa Suite Fountain View, Signature Executive Suite Fountain View, Tower Suite, and Signature Spa Suite Fountain View, all opening to spectacular views of the skyline. Guests can also opt for 'Twin' rooms that connect through a foyer.



Restaurants & Lounges

Address Downtown is introducing its popular 'The Restaurant' concept that adds to the innovative and exceptional culinary choices. **The Restaurant at Address Downtown** is designed in the style of an avant-garde French apartment with inspired spaces from the Living Room to the Kitchen.

Also open are the **Lounge**, a social oasis with spectacular views, that serves a la carte meals to lighter fare and afternoon tea; and the all-time favourite **Katana**, which brings robata-ya-ki-style cuisine to life, offering a uniquely delicious and expert blend of Japanese tradition and modern fare.

Soon to open are **The Galliard** bringing authentic Turkish flavours and inventive expressions of French and Spanish cuisine and **STK**, an ingenious interpretation of an American steakhouse in the form of a chic, contemporary lounge.

A connoisseur's regal retreat, **the Cigar Lounge** offers guests a range of cigars that is as extensive as it is exquisite, including sought-after limited editions from some of Cuba and South America's finest cigar houses, while the **Club Lounge**, accessible exclusively to guests staying in the Club Suites and Rooms, offers international cuisine and complimentary beverages in a premium ambience all through the day.

Neos, the ultra-luxury lounge on Level 63, assuring guests a never-before ambience, and **Zeta**, an al fresco outlet at the lobby level offering California- and Asia-inspired cuisine and signature beverages, will open shortly.

The Spa at Address Downtown

Rejuvenating treatments and stunning views combine to ensure the delicate balance between body and mind at The Spa at Address Downtown. A wellness initiative that is therapeutic and memorably refreshing, it has nine treatment rooms, a hammam, steam rooms and relaxation areas.

The Spa at Address Downtown is complemented by a state-of-the-art, 24-hour Fitness Centre offering personal training services. With an infinity pool cascading over five tiers with direct Burj Khalifa views and tranquil relaxation areas, The Spa at Address Downtown is the ultimate getaway for guests in the heart of the city.

The first choice for meetings

Address Downtown has an exceptional selection of meeting venues. Well-equipped for commercial events, there are six meeting rooms, each with an extensive relaxation area, and equipped with the latest audio-visual, videoconferencing and collaborative equipment. The seating arrangements and venue spaces, perfect for between six and 12 persons, have been designed for corporate initiatives that range from training to presentations and negotiations.

The interiors

Address Downtown's classic refinement and modern sophistication ensures its stand-out appeal. Bearing the hallmarks of great public spaces throughout the world, the lobby offers the unexpected with fine architectural detailing and hand-crafted accessories. Each aspect of the hotel has been designed to lend distinctive individuality.

For the guest rooms, the practical is elevated to the superlative to serve as personal oasis while curios of every type are assembled at the all-day dining spaces to delight guests. The vigor of the cityscape and pace of modern life is softened by the lounge's enveloping environs, with soft light, and refined finishes.



Address Downtown stands out for its keen attention to service with airport VIP welcome on arrival, private limousine transfers, pre-check-in and in-room check-in options, in-room coffee machine and tea choices, luxurious toiletries, video on demand, a dedicated, knowledgeable concierge, 24-hour business lounge, 24-hour in-room dining, relaxation areas and more. Guests can also benefit from a dedicated Qix Club for children.

Emaar Hospitality Group also operates Address Boulevard, Address Dubai Mall, Palace Downtown, Vida Downtown and Manzil Downtown in Downtown Dubai. 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, 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

About Address Hotels + Resorts

Address Hotels + Resorts is the first brand launched by Emaar Hospitality Group. The premium luxury hotel group has positioned itself as a choice perfect for business, leisure and group travellers.

Address has brought a fresh identity to the global hospitality and service sector by setting new benchmarks with its gracious hospitality and exceptional service standards. Positioning its messaging as 'Where life happens', Address Hotels + Resorts 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 properties are situated in some of the most sought-after locations. The brand also owns and operates Address Residences which is a leader in the serviced and branded residences sector. Address Hotels + Resorts also extended its management to Palace Downtown, a palatial oasis in Downtown Dubai.

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.

www.addresshotels.com



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