



Press Release

Outstanding summer stays with Address Hotels + Resorts, Vida Hotels and Resorts, and Rove Hotels

- *Address Hotels + Resorts, Vida Hotels and Resorts and Rove Hotels offer incredible value for hotel stays this summer*
- *Choose to stay in vibrant Downtown Dubai, breath-taking Dubai Marina, or other central locations across Dubai*
- *'Live It Up' entertainment packages offer all-round unique leisure experiences tailored to all for hotel guests*

Dubai, UAE; May 17, 2018: Emaar Hospitality Group, the hospitality and leisure subsidiary of Emaar Properties, is offering unrivalled hospitality experiences this summer with highly competitive rates specially tailored for the season at its three distinctive hotel brands until September 30, 2018.

Guests are invited to beat the heat and enjoy the perfect blend of entertainment, relaxation and dining experiences across Dubai. The special summer rates can be availed through rewarding hotel stays at Emaar Hospitality Group's premium luxury brand Address Hotels + Resorts, upscale lifestyle Vida Hotels and Resorts, and contemporary midscale Rove Hotels.

At both Address Hotels + Resorts and Vida Hotels and Resorts, guests can stay one night for free, for every two nights booked. Awe-inspiring participating hotels include Address Boulevard attached to The Dubai Mall, the world's most-visited and largest retail destination. For those who cherish waterfront living, Address Dubai Marina is an ideal getaway while golfing enthusiasts can head to Address Montgomerie, a tranquil property assuring a unique holiday experience. For a luxurious Arabesque resort that strikes the perfect balance between rich tradition and contemporary beauty, Palace Downtown is the perfect choice.

Vida Downtown allows guests to discover a blend of intuitive style and convenience, and while Manzil Downtown, a lifestyle boutique hotel for the culturally attuned, features authentic designs, complemented by authentic Arabian hospitality.

For a 'no frills' stay but perfect for the modern traveller who enjoys the best Dubai has to offer, Rove Hotels guarantees a great stay at a number of inter-connected locations across the city, perfect for exploring and at great value. Guests can take advantage of rates starting from just AED 198 a night across five properties located around the city.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Dubai is firmly focused on building its position as a premier hospitality and leisure destination that caters to business and leisure guests all-year round. Our summer experiences are perfect for families and couples seeking to enjoy the very best of Dubai and crave memorable experiences from Emaar Hospitality Group's world-class properties. The campaign has been planned to meet the lifestyle aspirations of both overseas travellers and Dubai-based residents and will significantly contribute to the city's globally popular tourism sector during the summer months."



Adding a further benefit and ideal for families and couples staying at Address Hotels + Resorts, Vida Hotels and Resorts, and Rove Hotels, 'Live It Up' offers two packages to accompany any stay exclusively and only available for purchase at the hotel reception of participating Emaar Hospitality Group hotels.

Take advantage of the city's most exciting leisure attractions such as the VR Park, Dubai Ice Rink, Dubai Aquarium & Underwater Zoo and KidZania®; further sought-after attractions include Dubai Opera and At the Top, Burj Khalifa, providing an incredible experience at an unbeatable price. Guests can choose two attractions for just USD 39 per package, or take the experience further with four attractions at only USD 59 per package.

From laid-back to lively, classic to contemporary, guests staying at Address Hotels + Resorts, Vida Hotels and Resorts, and Rove Hotels can experience distinctive restaurants and lounges, great entertainment, breath-taking experiences, enriching activities and long-lasting fun for all the family through the season with this summer offering by Emaar Hospitality Group.

For more details on complimentary nights, exclusive discounts and summer thrills at the following websites: www.addresshotels.com; www.vidahotels.com; www.rovehotels.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 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.

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 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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