



Press Release

Over 1,800 associates of Emaar Hospitality Group complete DTCM's 'Dubai Way' training

Dubai Way aims to train every customer-facing employee in the hospitality and customer service industry on the standards of customer service that define the Dubai brand

Dubai, UAE; July 4, 2018: Over 1,800 associates of Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, have completed the 'Dubai Way' training launched by the Dubai Department of Tourism and Commerce Marketing (DTCM).

A strategic initiative by the Dubai College of Tourism (DCT), under DTCM, the 'Dubai Way' training has been launched to train every customer-facing employee in the hospitality and customer service industry on the standards of customer service that define the Dubai brand. The goal of the Dubai Way training is to regulate customer service training for the tourism and hospitality sector, enhance the visitor experience, support talent development and promote the tourism sector.

Emaar Hospitality Group's senior leadership had committed to the 'Dubai Way' training, with the CEO, COO, Corporate Directors, General Managers and other senior leaders completing the programme in April 2018. A goal was set to train all guest-facing associates to complete the training by June, which has now been accomplished.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "The Dubai Way programme has been truly insightful for all of us, enabling us to understand more about Dubai's history, heritage and tourism offering. The online course also underlined what makes Dubai a stand-out destination, led by its focus on customer service and the warm welcome it extends to guests from all over the world. With the completion of the programme by our 1,800 plus associates, we are well-positioned to deliver on the Dubai brand of customer service and in turn contribute to strengthening the tourism and hospitality sectors."

Associates at all hotel projects under Emaar Hospitality Group and the contemporary midscale Rove Hotels – a joint venture of Meraas Holding and Emaar Properties – completed the training following the voluntary participation of Emaar Hospitality Group's senior leadership team.

Dubai Way is designed to improve the knowledge and resourcefulness of the entire tourist-facing workforce. It is the first of many fundamental courses that DCT will provide across the tourism, hospitality, retail and events industries. The programme includes 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.

Emaar Hospitality Group has 13 operational hotels in Dubai under its flagship premium luxury brand Address Hotels + Resorts as well as the upscale lifestyle Vida Hotels and Resorts brand and the contemporary midscale Rove Hotels. With a strong portfolio of upcoming properties, 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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