



Press Release

Second property under Rove Hotels follows successful opening of Rove Downtown Dubai

Rove City Centre, set by the historic Dubai Creek, welcomes guests with a culturally engaging hospitality experience

- *Design-influenced, value-lifestyle hotel, Rove City Centre is located just 10 minutes from the Dubai International Airport and in close proximity to City Centre Deira*
- *270-room hotel overlooks historic Dubai and is in walking distance from Dubai Metro*
- *Free Wi-Fi access; late checkout at 2pm; pool, sundeck and 24-hour gym; 24-hour self-service laundromat and interconnecting rooms*
- *Rove City Centre will feature a distinctive art theme that reflects Dubai's urban milieu highlighted by a cabinet of curiosities*

Dubai, UAE; December 6, 2016: Having redefined the midscale hospitality experience in Dubai, Rove Hotels, a contemporary mid-scale lifestyle hotel brand developed by Emaar Hospitality Group, has opened its second property in Dubai in the heart of the city assuring an authentic, novel, and culturally stimulating hospitality experience.

Rove City Centre, under Rove Hotels, a joint venture of Emaar Properties and Meraas Holding, opens following the successful launch of Rove Downtown Dubai, next to The Dubai Mall and the Dubai International Financial Centre. Seven Rove Hotels have been announced with another three more to open by 2020 taking the total number of Rove Hotels in Dubai to 10, adding a total of over 3,700 rooms, just in time to support Expo 2020 Dubai.

With a distinctive design palette and a brand-new art showcase that draws inspiration from its surroundings yet being true to the Rove Hotels brand values, Rove City Centre has a distinctive location in Deira by the historic Dubai Creek, only 10 minutes from the Dubai International Airport, and in walking distance of City Centre Deira and the Dubai Creek & Yacht Club.

Featuring bustling souks to modern malls and serving as home to several governmental head offices, Deira is a vibrant hub of the city. The close proximity to the airport and the rich cultural experiences that await guests make it an ideal location for Rove City Centre.

The 270-room highly design-influenced hotel, that will especially appeal to culturally inclined travellers as well as business guests, opens to spectacular views of Dubai's original trade hub by Dubai Creek. It is set in a highly engaging location defined by the souks, historic houses and traditional dhows that underline Dubai's cultural identity. Rove City Centre is thus a fitting tribute to the brand essence of Rove Hotels of 'Exploring Without Borders.'

Chris Newman, Chief Operating Officer of Emaar Hospitality Group, said: "Rove Hotels has created a new identity with our focus on delivering highly engaging cultural experiences. With today's travellers seeking more value from their hotel stays, the midscale proposition that we deliver is ideally suited for the new generation. Rove Hotels not only supports Dubai Tourism Vision 2020 by offering a novel, home-grown hotel concept in the midscale sector but will also meet the expected demand from international guests during Expo 2020 Dubai."

R O V E

H O T E L S

He added: “Rove City Centre celebrates all the value differentials that are today synonymous with the brand philosophy of Rove Hotels. It is located in an exceptional location that assures our guests the convenience of enjoying world-class retail, a choice of leisure pursuits, and also a journey into the heart of Dubai’s rich cultural heritage. It delivers on the promise of a hotel brand inspired by the city of Dubai. However, it also has its distinctive identity that is celebrated in its choice of urban art and other cultural experiences. This will be central to all Rove Hotels – where each hotel will have a clear design and cultural context yet be true to the Rove Hotels brand values.”

#Location

Encouraging interaction and exploration of the city, Rove City Centre is located next to Dubai Creek and is in short walking distance from the Dubai City Centre Metro Station. Guests have the opportunity to indulge in retail therapy at their convenience with the mall situated a stone’s throw away. They can also take part in diverse golf and marine pursuits at the Dubai Golf & Yacht Club.

#Comfort #Space

Rove City Centre is inspired by its local environment and an uncommon Dubai. The 270 rooms are located on nine floors and each room has a 48-inch interactive TV screen with a smart media hub – a perfect fit for the tech-savvy traveller.

All rooms are equipped with free Wi-Fi access, designer mattresses, sofa beds for extra guests, a convenient mini-fridge, a large safe, and a modern bathroom with power rain showers. Ideal for families, 30 percent of all rooms in Rove City Centre are interconnecting. The hotel’s communal areas including the Lobby Lounge and the all-day dining restaurant The Daily will appeal to visitors as enriching meeting spaces.

#Convenience

Rove City Centre offers smart services for the modern traveller including self-check-in stations and the convenience of late check-out at 2pm. A 24-hour gym, a welcoming pool and sun deck cultivate a relaxing ambience. The hotel also has a 24-hour self-service Laundromat, boutique convenience store, luggage store rooms and safety deposit boxes, all adding to the fuss-free lifestyle of its guests.

#Dine at The Daily

A social hub, Rove City Centre features The Daily, an all-day neighbourhood hangout where you can eat in or ‘grab and go’ with quality coffee and healthy globally inspired food served till late.

#Art@Rove

Rove City Centre, much like its predecessor, celebrates local culture with a twist. Celebrating the urban theme, it will have a cabinet of curiosities, and several exceptional art features that gives the hotel a distinctive art appeal. Vintage photographs and illustrations, are on display, all of them reflecting Dubai’s cultural identity.

#Meet & Network

Rove City Centre offers flexible set-ups for meetings and events with well-connected meeting rooms. Guests can choose their space of choice for meetings, digital hangouts, networking events, which can be booked by the hour. A Pit Stop is also offered for more relaxed gatherings. Lunch options during meetings include ‘grab and go’, or dining at the neighbourhood hangout. Coffee, tea and water are provided complimentary.

R O V E HOTELS

Rove Hotels is defined by simplicity, flexibility, authenticity and fuss-free service. The properties are for the modern nomad who roams freely, seeking out every nuance of the city's culture and modern identity but equally, for those who travel for business or leisure. Its distinctive positioning makes it the go-to destination for the value conscious traveller or the Rover.

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Note to Editors

About Rove Hotels:

A contemporary new midscale hotel and residences brand that reflects the pulse of modern Dubai, Rove Hotels - a partnership between Emaar Properties and Meraas – is developed by Emaar Hospitality Group in key locations in the city. 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.

Offering lifestyle inspired hospitality experiences, Rove Hotels are reliable, modern, fuss-free and super-efficient for the young and young at heart, who, much like the residents of Dubai, lead fast-paced urban lives. Efficiency and technology are the watchwords at Rove Hotels which will resonate to the values and mindset of the warm-hearted, 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, the highest aesthetic standards in design and superior comfort.

The first project in the Rove Hotels portfolio is Rove Downtown Dubai, centrally located in the city near the business and lifestyle centres of Dubai. Other properties will be located in Dubai Healthcare City, near City Centre Deira, Dubai Marina, Trade Centre and near to Dubai Parks and Resorts.

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