



Press Release

Emaar Hospitality Group brings exceptional waterfront setting for 'Address Harbour Point' overlooking iconic Dubai Creek Tower

- *Address Harbour Point is a premium luxury hotel and serviced residences project with views of the waterfront and Dubai Creek Tower*
- *Project serves as a visual gateway to the 6 sq km mega-development only 10 minutes from Dubai International Airport*
- *1.4 million sq ft development to feature Address Residences Harbour Point, restaurants and retail attractions*

Dubai, UAE; September 13, 2017: Emaar Hospitality Group, the hospitality and leisure business of Emaar Properties PJSC, is highlighting the exceptional location advantage of its Address Harbour Point project located in the heart of Dubai Creek Harbour, the 6 sq km mega-development only 10 minutes from the Dubai International Airport and set by the historic Dubai Creek.

Address Harbour Point is operated by Address Hotels + Resorts, the premium luxury hotel and serviced residences brand of Emaar Hospitality Group, which has several Address projects under development in Saudi Arabia, Bahrain, Egypt, Turkey and Maldives.

Featuring 202 luxury rooms and suites, Address Harbour Point is part of a 1.4 million sq ft development that will also feature Address Residences Harbour Point – an exceptional collection of branded apartments, as well as a range of food & beverage outlets and retail choices.

Serving as a visual gateway to the mega-development, Address Harbour Point comprises two towers, 65 and 53 storeys each, which are located next to Creek Heights, a collection of luxury waterfront homes. Address Residences Harbour Point will offer a choice of 1, 2, 3 and 4-bedroom homes and an exclusive 'Sky Collection' of 4- and 5-bedroom penthouses on the upper levels.

Address Harbour Point is set apart by its direct views of Dubai Creek Tower, the iconic observation tower designed by Santiago Calatrava as well as the Dubai Creek waterfront, Ras Al Khor Wildlife Sanctuary protected by the UNESCO Ramsar Convention and the Downtown Dubai skyline. A glass pedestrian bridge connecting the two towers also offers vantage viewing points of Dubai Creek Harbour and beyond.

Olivier Harnisch, Chief Executive Officer of Emaar Hospitality Group, said: "Dubai Creek Harbour is a smart city of the future, and with Dubai Creek Tower, the iconic observation deck at its heart, the mega-development is billed to be a popular tourist and lifestyle destination. Address Harbour Point will be a remarkable addition to the mega-development and to Dubai's hospitality sector, offering the premium luxury experience associated with the Address brand. The project stands out for its design, waterfront location, fascinating views and wide range of amenities that will add value to guests and residents."

Address Harbour Point is located at the intersection of two main pedestrian thoroughfares in the mega-development – a waterfront promenade and a public artery that connects the entire development. Guests and residents not only have access to retail, F&B and leisure attractions set by the boulevards but also to an integrated cultural, retail, recreation, and waterfront environment.



Address Hotels + Resorts is the first brand launched by Emaar Hospitality Group, and 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.

Emaar Hospitality Group now has 11 operational hotels and three serviced residences in Dubai under Address Hotels + Resorts; Vida Hotels and Resorts, the upscale lifestyle hotel and residences brand; and Rove Hotels, a contemporary midscale hotel and residences brand.

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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.

Rove Hotels is a contemporary midscale hotel and residences brand developed by Emaar Hospitality Group for a joint venture of 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 three 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.

www.addresshotels.com

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