



Press Release

Emaar Hospitality Group launches unbeatable 3-day flash sale offering 25% off on rooms

Dubai, UAE; April 29, 2019: Emaar Hospitality Group, Dubai's homegrown international hospitality and leisure provider, is offering a three-day flash sale, that assures unbeatable value for guests with 25 per cent off on all hotel room bookings.

Only from May 1 to 3, visitors to Dubai and residents who are seeking a staycation experience at Emaar Hospitality Group's award-winning hotels, stand to gain more value with the 25 per cent discount.

The flash sale is applicable across all hotels under Emaar Hospitality Group's premium luxury brand, Address Hotels + Resorts, and the upscale lifestyle Vida Hotels and Resorts. Guests booking the contemporary midscale Rove Hotels, the joint venture of Emaar Properties and Meraas, will also receive the discounted rate.

Chris Newman, COO of Emaar Hospitality Group, said: "The flash sale is a note of our appreciation to our guests by rewarding them with extra value especially as they finalise their summer travel plans. With Dubai serving as the must-visit destination this summer for travellers from across the region and wider markets, the flash sale offers them the perfect opportunity to discover the city while staying in one of our exceptional hotels located in central locations in close proximity to Dubai's landmark tourist attractions."

Guests can choose from a multitude of award-winning hotels including Address Downtown, the flagship hotel under Address Hotels + Resorts, standing tall near Burj Khalifa and The Dubai Mall. For those looking for entertainment and hospitality, Address Dubai Mall, which is linked directly to the world's most-visited retail and leisure destination is the perfect choice. The city lifestyle resort, Address Boulevard is also centrally located in Downtown Dubai while Address Dubai Marina is ideal for those who cherish waterfront living. 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. Both hotels are in Downtown Dubai and are in easy proximity to Burj Khalifa and The Dubai Mall.

All five Rove Hotels conveniently located in central neighbourhoods within Dubai and offering easy access to public transport are also part of the flash sale. Designed for comfort and convenience, Rove Hotels come with family-friendly rooms with convenient amenities that meet the lifestyle aspirations for the new generation of travellers.

Whether one is escaping for romance, serene relaxation or treasured family time, with such rewarding savings, they can indulge even more on their favourite holiday in their favourite city.

Book between May 1 – 3, 2019 to receive 25 per cent off on the best available rate for stays between 5 May and 25 December 2019. Terms and conditions apply. To book, visit addresshotels.com, vidahotels.com, 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 its distinctive hotel brands - Address Hotels + Resorts and Vida Hotels and Resorts.

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, Bahrain, Saudi Arabia and Egypt, and other key markets in the region as well as in the UAE.

Underlining its strength and contribution to shaping the hospitality sector of the nation, Emaar Hospitality Group has been awarded as the Official Partner of Expo 2020 Dubai and will provide authentic experiences with a strong local flavour at various locations across the Expo 2020 site, including VIP clubs and lounges, as well as in its hotels and restaurants in Dubai.

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