

WELCOME TO

ROVE HOTELS

EXPLORING WITHOUT BORDERS



ROVE MEANS
TO WANDER OVER
OR THROUGH;
TO TRAVERSE
AND THIS INSPIRED
OUR PHILOSOPHY.



ROVE HOTELS IS DEVELOPED IN A JOINT VENTURE BETWEEN EMAAR PROPERTIES AND MERAAS HOLDING.



A SOCIAL AND CULTURAL HUB FOR INTERNATIONAL EXPLORERS AND THE COMMUNITY WHERE VALUE, EFFICIENCY AND FUSS-FREE SERVICE ARE AT THE CORE.



THE ESSENTIALS

LATE CHECKOUT
Complimentary till 2.00 pm

SUSTAINABILITY
All of our hotels are Green Key certified

THE DAILY
All-day urban hangout

24-HOUR SHOPPING
Boutique convenience store

24-HOUR GYM
Fitness room, sundeck and pool

STORAGE
Self-service luggage lockers

WORKING SPACES
Flexible creative hubs for digital nomads

LAUNDROMAT
24-hour self-service



DESIGN DRAWS INSPIRATION FROM THE REGION'S HERITAGE.

SUSTAINABLE AND CONNECTED TO THE NEIGHBORHOOD.

GUEST FEEDBACK

GLOBAL REVIEW INDEX SCORES (GRI) 2022 YTD

ROVE HOTELS	EDITION	W HOTELS	citizenM hotels	KIMPTON HOTELS & RESTAURANTS
94.3%	90.4%	81.7%	87.7%	82.6%

CENTRO Hotels	RED Radisson	Holiday Inn	Holiday Inn Express	ibis HOTELS
82.5%	87.7%	78.5%	80.1%	79%

GRI – Global review index: independent online customer review aggregator.
Data provided by ReviewPro: independent hotel reputation management tool.



MEDIA QUOTES

"A feast for design - hungry eyes"
THE TELEGRAPH UK

"An artsy boutique hotel that mixes comfortable living with eclectic works of art"
HARPER'S BAZAAR ARABIA

"Unlike anything else on offer in Dubai"
THE NATIONAL UAE

"While Rove is technically a three - star hotel, it's a brand new concept targeted to millennials that feels like the hotel mated with a WeWork"
BUSINESS INSIDER USA

"Guests love Rove Hotels for their convenient locations, funky interiors, chilled ambience and great service, which have made the brand one of the most popular in the city"
SLEEPER UK

"Unexpectedly high - end experience for guests"
DEZEEN UK

50+ AWARDS

NEW CONCEPT OF THE YEAR
AHEAD ME Awards

“THINKING DIFFERENTLY”
HSMAI ME

HOTEL TEAM OF THE YEAR
Hospitality Excellence ME Awards

TOP 10% OF PROPERTIES WORLDWIDE
Travelers’ Choice Award by TripAdvisor

MID-MARKET HOTEL OF THE YEAR
Leaders in Hospitality Awards

BEST BUDGET HOTEL BRAND
Business Traveller ME Awards

SUSTAINABLE HOTEL OF THE YEAR
Leaders in Hospitality Awards

HOTEL DESIGN OF THE YEAR
INDEX Design Awards



BUSINESS MODEL

LIFESTYLE DESIGN

Focused on connecting public areas to the local community

+

EFFICIENT CONSTRUCTION

Cost-efficient: owned, designed and built by developers

+

LOW COST OPERATING MODEL

Staffing is at least 30% lower than traditional hotel brands

=

HIGH RETURN ON OWNER'S INVESTMENT

OUR CENTRALISED SERVICES

Increased GOP performance of 5-10% in comparison to a standalone hotel.

- MARKETING
- FINANCE & PURCHASING
- SALES
- PRO / LICENSING
- IT & DATA SERVICE
- HUMAN RESOURCES
- ENGINEERING / PROPERTY MANAGEMENT
- RESERVATIONS & REVENUE MANAGEMENT



WHY WORK WITH A MID-SIZED GROUP

- DIRECT INVOLVEMENT WITH SENIOR MANAGEMENT
- OWNER AND OPERATOR PERSPECTIVE
- ATTENTIVE, NIMBLE AND RESPONSIVE
- INNOVATIVE AND FLEXIBLE
- IN-HOUSE DESIGN & PROJECT TEAM

ROVESTERS



OUR TEAM IS THE HEART AND SOUL OF THE BRAND. WE HIRE FUN PEOPLE WITH A PASSION FOR HOSPITALITY AND EMPOWER THEM.

OVER 65% HOTEL TEAM NET PROMOTER SCORES

SUSTAINABILITY

HOW WE DO IT?

NO PLASTIC BOTTLES

DIGITAL > PAPER

ENERGY EFFICIENT SYSTEMS

ECO-CONSCIOUS ROVESTERS

Rove is committed to positively impacting the world we live in, and our hotel operations prove it.

Green Key

Sustainable Hospitality Alliance



COMMUNITY FOCUS

COLLABORATING WITH LOCAL ARTISTS AND PROVIDING CO-WORKING SPACES FOR DIGITAL NOMADS & ENTREPRENEURS, THERE'S SOMETHING ALWAYS HAPPENING AT ROVE.



A FLEXIBLE BRAND ACROSS VARIOUS LOCATIONS...



FLAGSHIP

ROVE CITY WALK

NO OF KEYS

566

TYPE

CITY



FLAGSHIP

ROVE LA MER BEACH

NO OF KEYS

366

TYPE

BEACHFRONT



FLAGSHIP

ROVE EXPO 2020

NO OF KEYS

331

TYPE

EVENTS



PROJECT

ROVE MARJAN ISLAND

NO OF KEYS

441

TYPE

BEACHFRONT



PROJECT

ROVE HOME ALJADA

NO OF KEYS

178 + 249

TYPE

HOTEL & RESIDENCES




ZOOM
LHR
31


HERE!


#STAY








BEACH BAR
#DINE

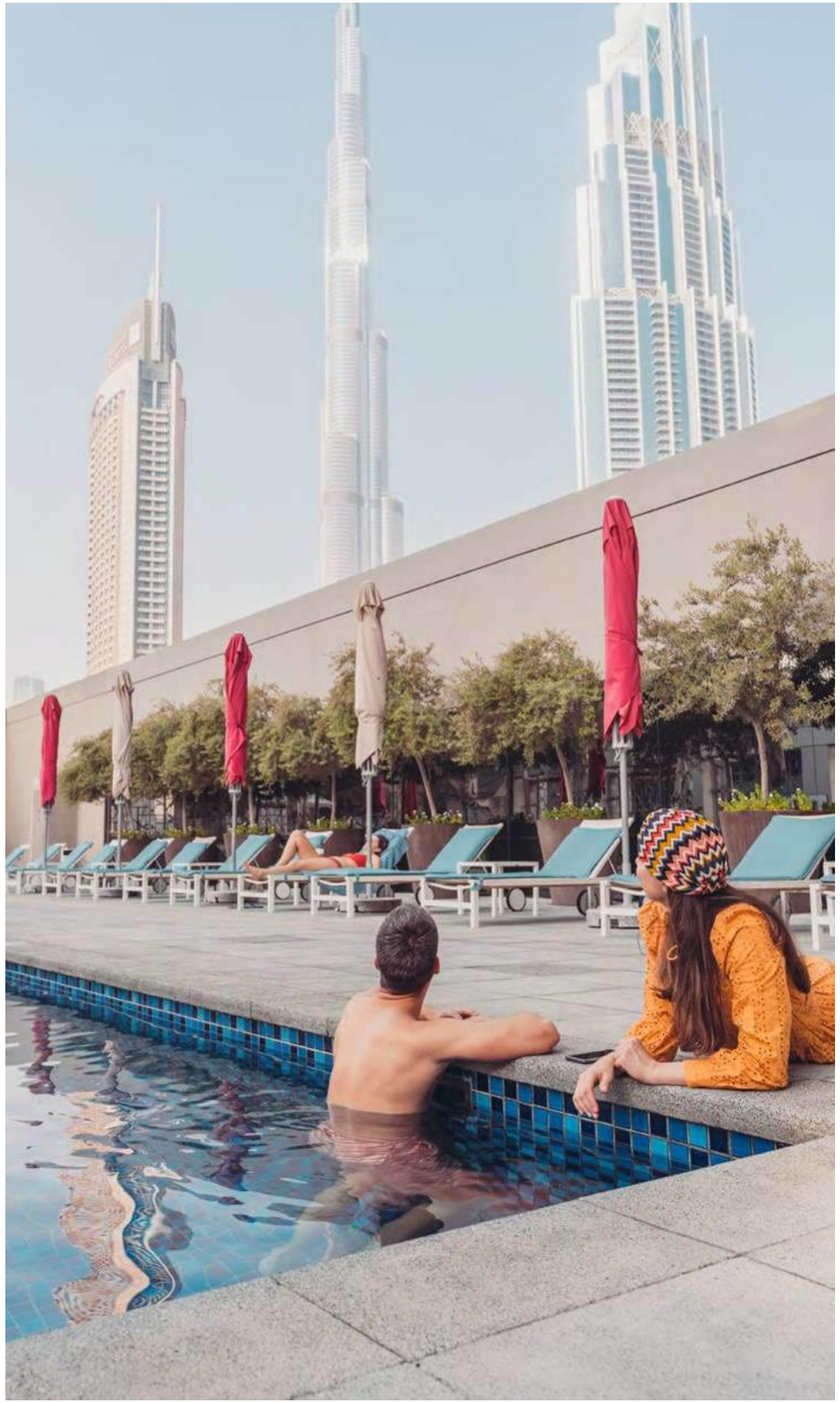



Khoosa Boosa
HAPPY ROVING!






THAT'S THE WAY THE LAUNDRY TUMBLES
#SOCIALISE




More coffee!


PAC-MAN
#RELAX


فكّر
#THINK
hello






#MEET


EAT
EXPLORE
SLEEP
REPEAT


REEL
BOUTIQUE
WELCOME TO REEL BOUTIQUE AT REEL CINEMAS, ROVE DOWNTOV

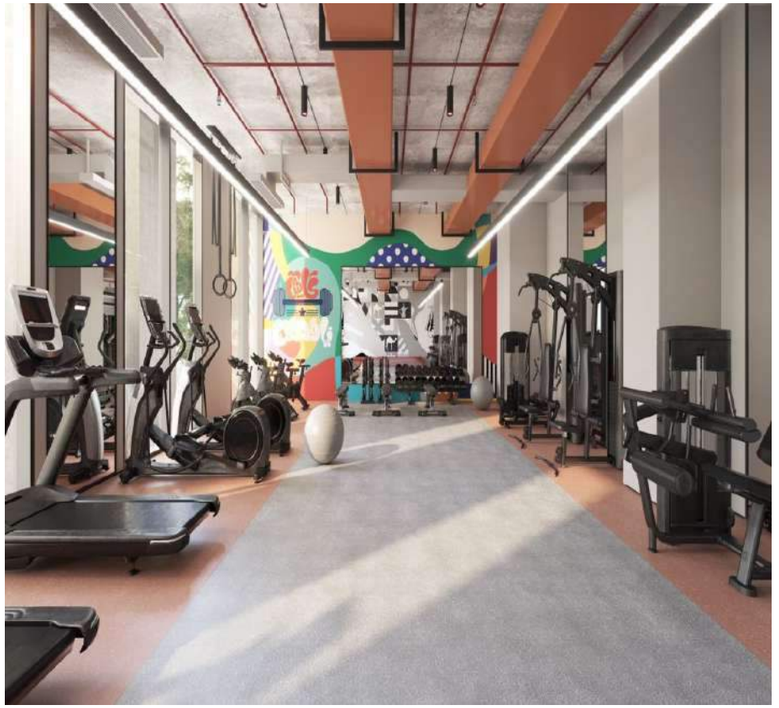

#CREATE


ROVE
PODCAST
Studio
ON AIR
ROVE
PODCAST
STUDIO
#ONAIR


ROVE
HOTELS


ROVE
HOTELS






#LIVE

ARE YOU A #ROVER?

ROVE
HOTELS