

EMAAR
HOSPITALITY

EMPOWERING
FUTURES
TOGETHER



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ADDRESS GRAND CREEK HARBOUR - DUBAI



MOHAMED ALABBAR
FOUNDER OF EMAAR

MOHAMED ALABBAR'S VISION

Emaar Properties Visionary

When we first started Emaar Hospitality Group, we aimed to launch our own brands and establish them as successful homegrown names with state-of-the-art construction, best services, and ground breaking amenities that were on par with the best brands in the hospitality and property sectors worldwide.

I am proud of what we have been able to achieve and continue to develop and grow our brands globally. The expectations are still high, but we see the rewards of our continued hard work and innovation every day.

We have recently opened the Address Grand Creek Harbour, the first five-star luxury hotel in Dubai Creek Harbour, the newest destination in Dubai. A sophisticated waterfront destination where guests and residents can enjoy relaxed decadence, unrivalled amenities, sumptuous flavours, and an unforgettable stay which reinvigorates the soul. Dubai Creek Harbour is expanding at an incredible pace and will be a cornerstone of the city's skyline for years to come, and we are delighted to be part of a new community full of excitement and charm.

I am also delighted by the imminent opening of the Palace Dubai Creek Harbour, which will give rise to the brand Palace Hotels and Resorts, and we will continue to grow this brand with the vision of global development in sight. Within the UAE, we have successfully opened multiple Vida Hotels and Resorts and look forward to expanding this incredible lifestyle boutique hotel brand with the upcoming Vida Dubai Mall early this year, attracting the international market and our local community.

We have seen continued progress with our Address Hotels + Resorts brand as we continue to expand abroad. In Egypt, the growth and development of our Marassi project, the new, stylish destination on the North Coast, will soon be home to the Address Beach Resort Marassi.

Our formula is simple; it begins and ends with keeping the customer at the heart of all our endeavours by providing the best quality in everything we do. It is also our ability to remain focused on progress at great speed with all our projects, creating opportunities in markets that didn't exist five or ten years ago.

We are sharpening our strategy to be one of the world's most valuable, most innovative and most admired companies. Our goal is to be an unstoppable company that creates enormous value for our shareholders, stakeholders, and the economy.



OUR BRAND PORTFOLIO

Emaar Hospitality Group owns and manages a portfolio of hospitality assets and brands. These include Address Hotels + Resorts, Palace Hotels and Resorts, Armani Hotels & Resorts, Vida Hotels and Resorts in addition to serviced residences and leisure clubs.

Address Hotels + Resorts is a premium luxury brand catering to business and leisure travelers and is sharply focused on providing unmatched luxury. With carefully curated experiences that are multi-sensory in their appeal, the brand currently operates 12 properties across the UAE and the MENA region.

Vida Hotels and Resorts is focused on the business, leisure and group travelers and brings together a combination of smart design, high technology and ease of living within its environs. Located in key business districts and popular destinations, easy access is a key benefit for this brand.

With the hospitality portfolio, we also operate a suite of leisure sports clubs and these are the Dubai Polo and Equestrian Club, Dubai Marina Yacht Club, Montgomerie Golf Club, Arabian Ranches Golf Club and Dubai Hills Golf Club (JV). Appealing to the discerning sports lover, these sports clubs help to carry forward the region's sporting traditions while also providing world class facilities for users to up their game.



5
Brands



25
Hotels



5200
Rooms



7350
Residences

Brands that define us

EMAAR HOSPITALITY GROUP



ADDRESS
HOTELS + RESORTS

PALACE

HOTELS AND RESORTS

VIDA

HOTELS AND RESORTS



ARMANI
Hotels & Resorts



Al Alamein
Hotel

"Our dedicated team embodies our strategy, cultivates our culture, and propels our purpose. Rooted in a commitment to well-being and growth, our people lie at the core of all our endeavors. They are the force behind our industry leadership, innovation, and value creation for stakeholders."

Dear Stakeholders,

Founded in 1997, Emaar is an international developer and operator of elegantly designed and exceptionally built residences, malls, and hospitality projects across the globe. Our portfolio includes homes, offices, retail centres, hotels, and leisure destinations where we aim to enhance quality of life.

Our single purpose is to ensure that we deliver our projects to the highest standards, always on time, and provide superior customer service across the guest journey. Today, our projects add tremendous value to the local economy and create thousands of jobs. We have taken our successful development model to high-growth international markets, where we develop world-class projects that underline our competencies and commitment to quality.

In 2023, Emaar Hospitality Group experienced a truly remarkable year marked by significant achievements and milestones. From the grand opening of our first Address in the Kingdom of Saudi Arabia, Address Jabal Omar Makkah, to the inauguration of Vida Creek Beach Hotel and Address Beach Resort Marassi in Egypt, as well as Address Dubai Opera Residence, our collective efforts have truly shaped a year to remember.

As we head into 2024, our relentless focus on taking care of our guests first will take center-stage, as well as continuing to foster a strong ownership mindset, strengthening our ability to grow hotel revenues and secure best in class operational results. This year, we are looking forward to the openings of the Palace Dubai Creek Harbour, Vida Dubai Mall, Vida Marina Resort Marassi (Egypt), Address Beach Resort Marassi

(Egypt), and the Address Residences Vista Marassi (Bahrain). Additionally, we are proud to introduce several locations of our VEO gyms, the latest addition to Emaar's portfolio of brands, dedicated to promoting fitness, well-being, and health. Our goal with VEO is to provide unique and innovative fitness experiences to its customers, making it easier for individuals to lead healthier and more active lives.

Building a future-ready Emaar

With the aim of making the UAE one of the world's leading countries in sustainability, we have implemented specific measures such as eradicating single-use plastics and transitioning to the use of biodegradable materials in our hospitality chains. From our restaurants to our guest rooms and conference venues, all have been made plastic-free, leading to a substantial reduction in waste sent to landfills.

These are crucial steps towards our sustainability initiatives as a group to reach net-zero global emission by 2050.

Delivering strong performance

The strong rebound in Dubai's travel and hospitality industry powered our hospitality business. Our Hospitality revenues increased from AED 1.2 Bn in 2021 to AED 1.6 Bn in 2022, marking an increase of 25%. In 2023, our Average Daily Rate (ADR) and occupancy rates remained well above the market averages.



NICOLAS BELLATON
HEAD OF HOSPITALITY



EMAAR HOSPITALITY VALUES

01

Ownership Mindset

Sophisticated in our approach, we act like owners and inspire creative thinking, helping us lead the market in our hospitality offerings.

02

Fast Paced

A flexible corporate structure and mindset allows us to focus on what matters and provide bespoke solutions in a fast and effective manner.

03

Customer Driven

We are world-class in enriching lives and combining outstanding guest experiences with excellent commercial results.

04

Thriving Together

We are committed to creating unique, pioneering lifestyle concepts which set trends and drive achievement of collective stakeholder goals.

05

One Emaar

With a culture of trust, we constantly strive to collaborate, empower, for simplification and remain lean in administration and support functions.

FOOTPRINT

The United Arab Emirates and the Kingdom of Saudi Arabia remain key strategic destinations, and our focus is on the delivery of our strong pipeline. We will continue to expand the network further to drive our leading position in the region.



📍 ITALY
1 Hotel
95 Rooms

📍 EGYPT
3 Hotels
409 Rooms
251 Residences

📍 SAUDI ARABIA
1 Hotel
1484 Rooms

📍 BAHRAIN
2 Hotels
274 Rooms
296 Residences

📍 TURKEY
1 Hotel
182 Rooms
320 Residences

📍 UNITED ARAB EMIRATES
17 Hotels
2788 Rooms
6521 Residences

HOTELS



AL ALAMEIN HOTEL - EGYPT



ADDRESS
HOTELS + RESORTS

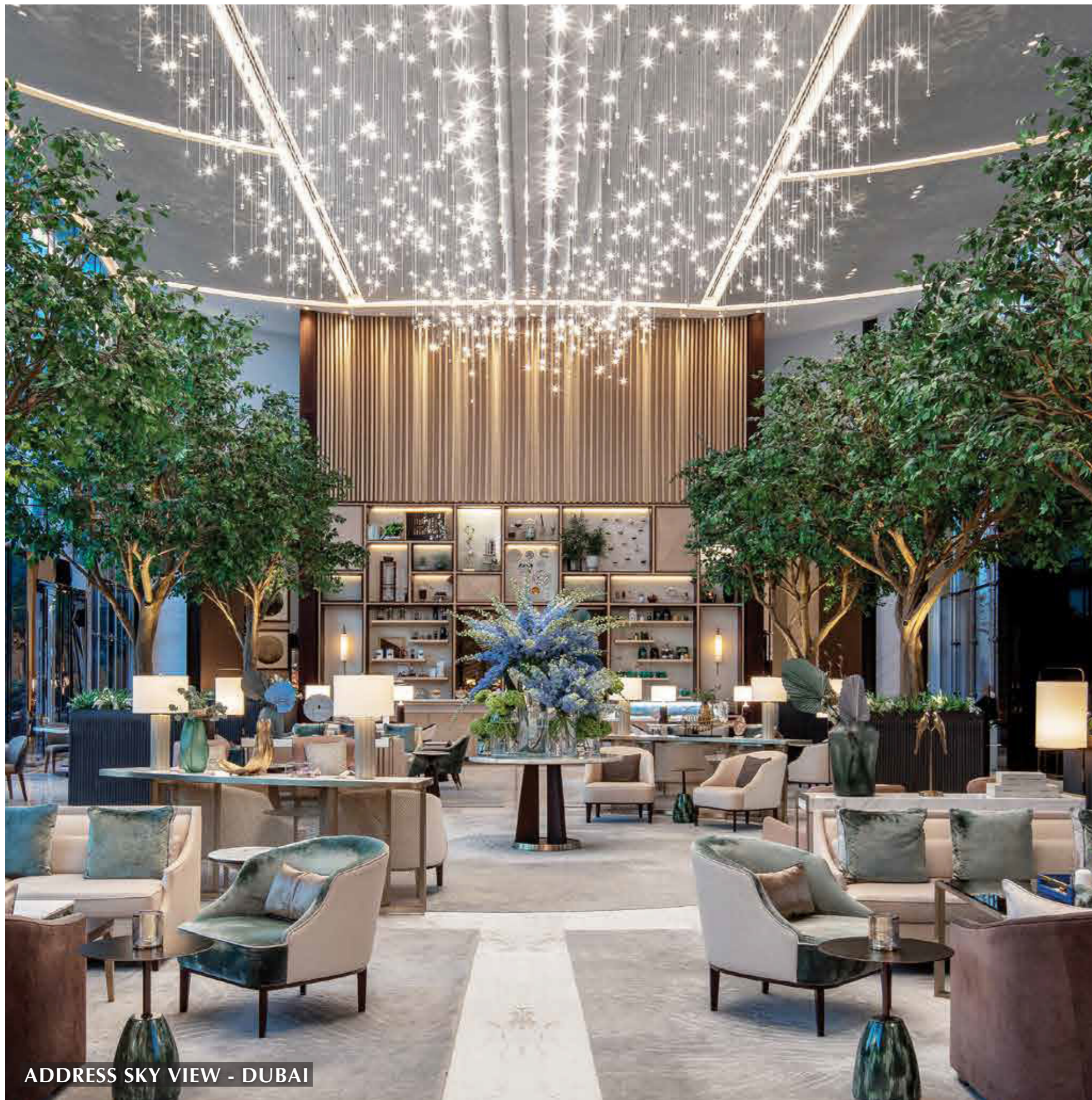
WHERE *Life* HAPPENS

With passion and dedication, Address Hotels + Resorts continue to develop hotels that truly reflect the destination they are in. Every hotel has a distinct style and ambience which has been thoughtfully selected depending on the location.

A celebration of local culture is seen throughout each property, whether the artist commissioned to adorn the lobby and rooms with paintings and sculptures, the selection of colours, fabrics and textures, to curating the best amenities for our guests, no detail is lost. Breathtaking views, natural light, and the creation of outdoor spaces is paramount. Design and architecture is always at the forefront of what we do, it is always cutting edge and best in class. Whether a combination of classic and modern design aesthetic, crafting culinary experiences, wellness journeys or selecting technology, it is about understanding our guests, knowing their wants and desires to ensure we design spaces and places that keep them coming back time and time again.

Address Hotels + Resorts are designed to provide guests with the ultimate in luxury, comfort, and relaxation. Timeless elements such as marble floors, chandeliers, and intricate details convey elegance, while modern touches such as the integration of the latest technology, unique and bespoke light fittings, and the use of sustainable materials showcase the brand's commitment to innovation and sophistication. Address Hotels + Resorts will continue to be visionaries in the hospitality space and always deliver on luxury, quality, and excellence.

NUMBER OF HOTELS OPERATING: 12
AVERAGE SIZE: 120 - 180 ROOMS
POSITIONING: PREMIUM LUXURY



ADDRESS SKY VIEW - DUBAI



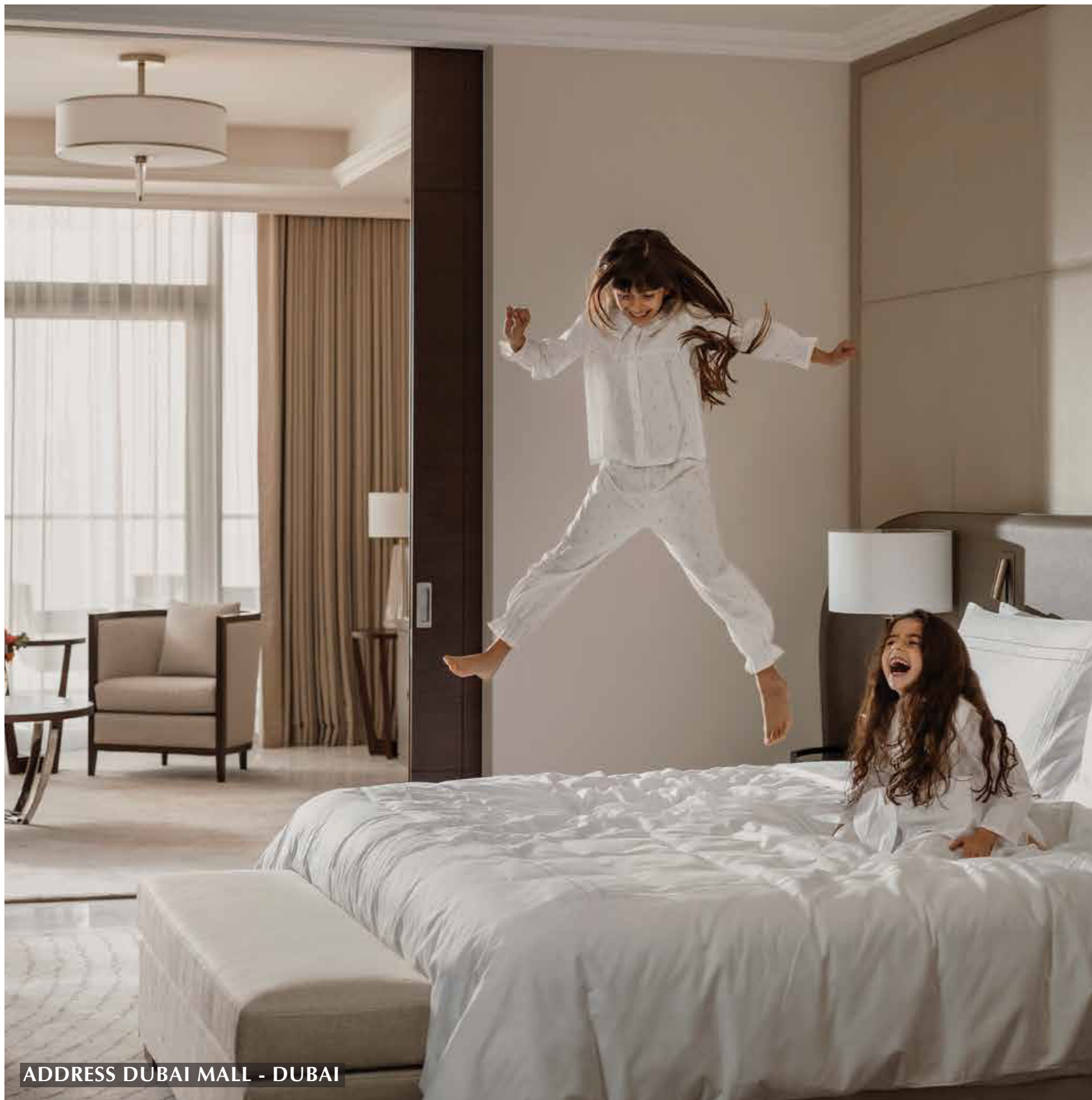
ADDRESS BEACH RESORT FUJAIRAH - FUJAIRAH



ADDRESS ISTANBUL - ISTANBUL



ADDRESS DOWNTOWN - DUBAI



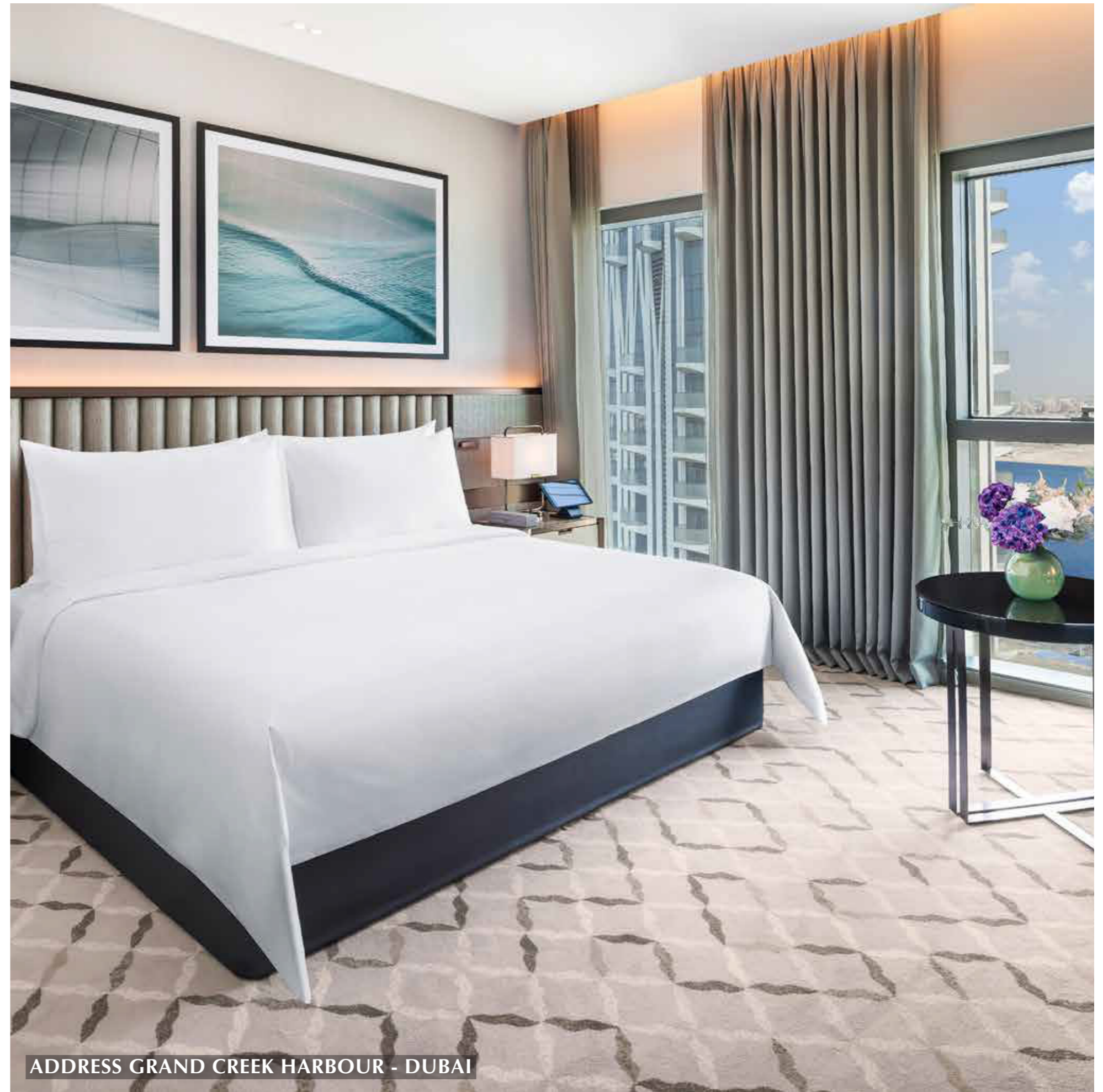
ADDRESS DUBAI MALL - DUBAI



ADDRESS GRAND CREEK HARBOUR - DUBAI



ADDRESS BEACH RESORT FUJAIRAH - FUJAIRAH



ADDRESS GRAND CREEK HARBOUR - DUBAI



ADDRESS
DOWNTOWN



ADDRESS
MONTGOMERIE



ADDRESS
DUBAI MALL



ADDRESS
SKY VIEW



ADDRESS
MARASSI
GOLF RESORT



ADDRESS
BEACH RESORT



ADDRESS
HOTELS + RESORTS



ADDRESS
BEACH RESORT
FUJAIRAH



ADDRESS
ISTANBUL



ADDRESS
GRAND CREEK
HARBOUR



ADDRESS
BEACH RESORT
BAHRAIN



ADDRESS
JABALOMAR
MAKKAH



ADDRESS
BEACH RESORT
MARASSI



PALACE

HOTELS AND RESORTS

AT THE HEART OF IT ALL

Discover the quintessential blend of tranquility and elegance at Palace Hotels and Resorts. From the vibrant allure of city stays at Palace Downtown to the serene tranquility of a beach side escape at Palace Beach Resort Fujairah, immerse yourself in unparalleled luxury and personalized service. Coming soon amidst the serene waters of the Creek and promising palatial hospitality, Palace Dubai Creek Harbour awaits its grand opening, poised to offer an Arabian allure like never before. Each destination within the Palace portfolio offers a unique approach to luxury, setting new standards in personalized service and meticulous attention to every detail. Embrace every moment as cherished memories are created, allowing you to truly find yourself "At the heart of it all"

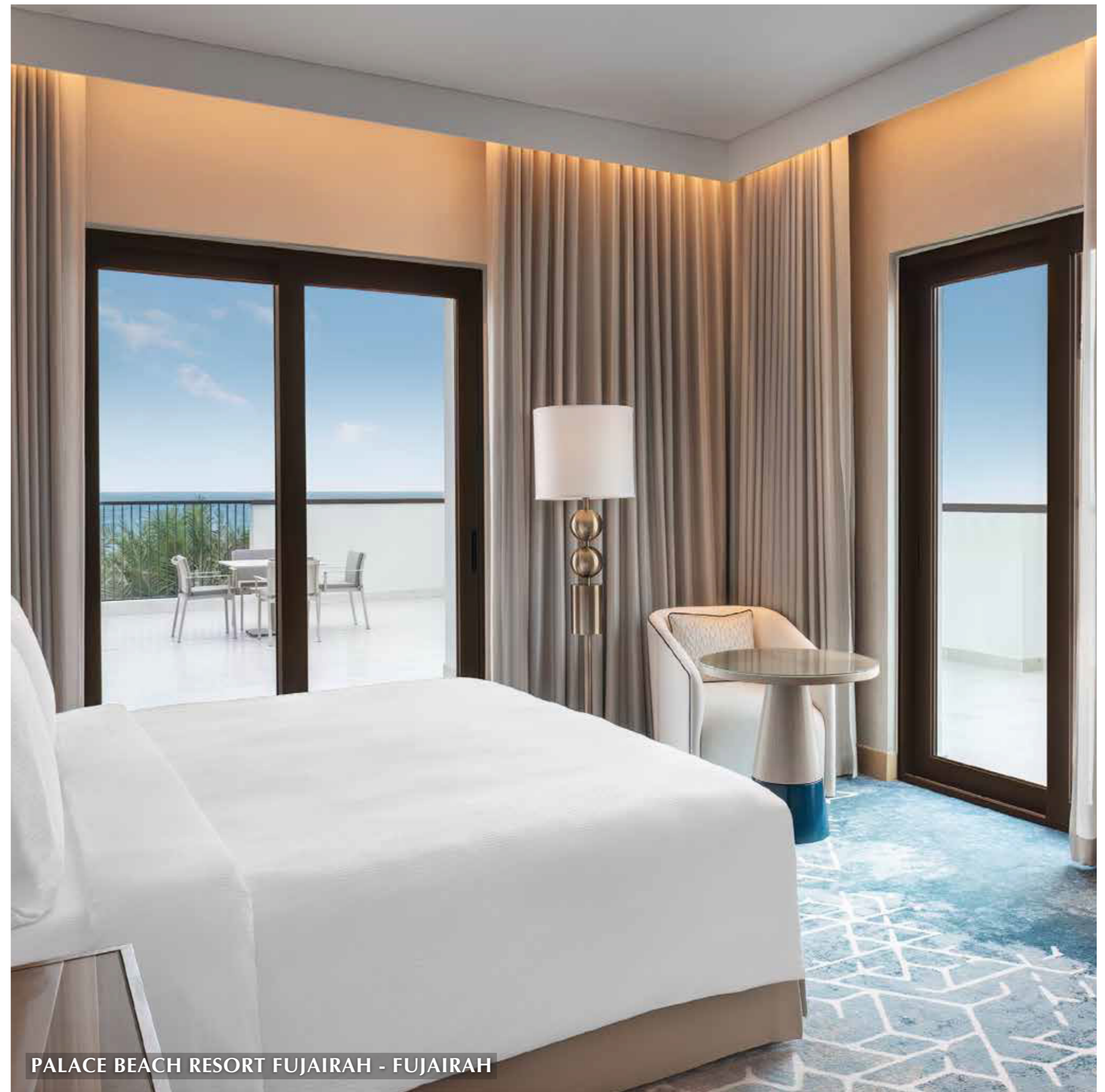
NUMBER OF HOTELS OPERATING: 3

AVERAGE SIZE: 120 - 180 ROOMS

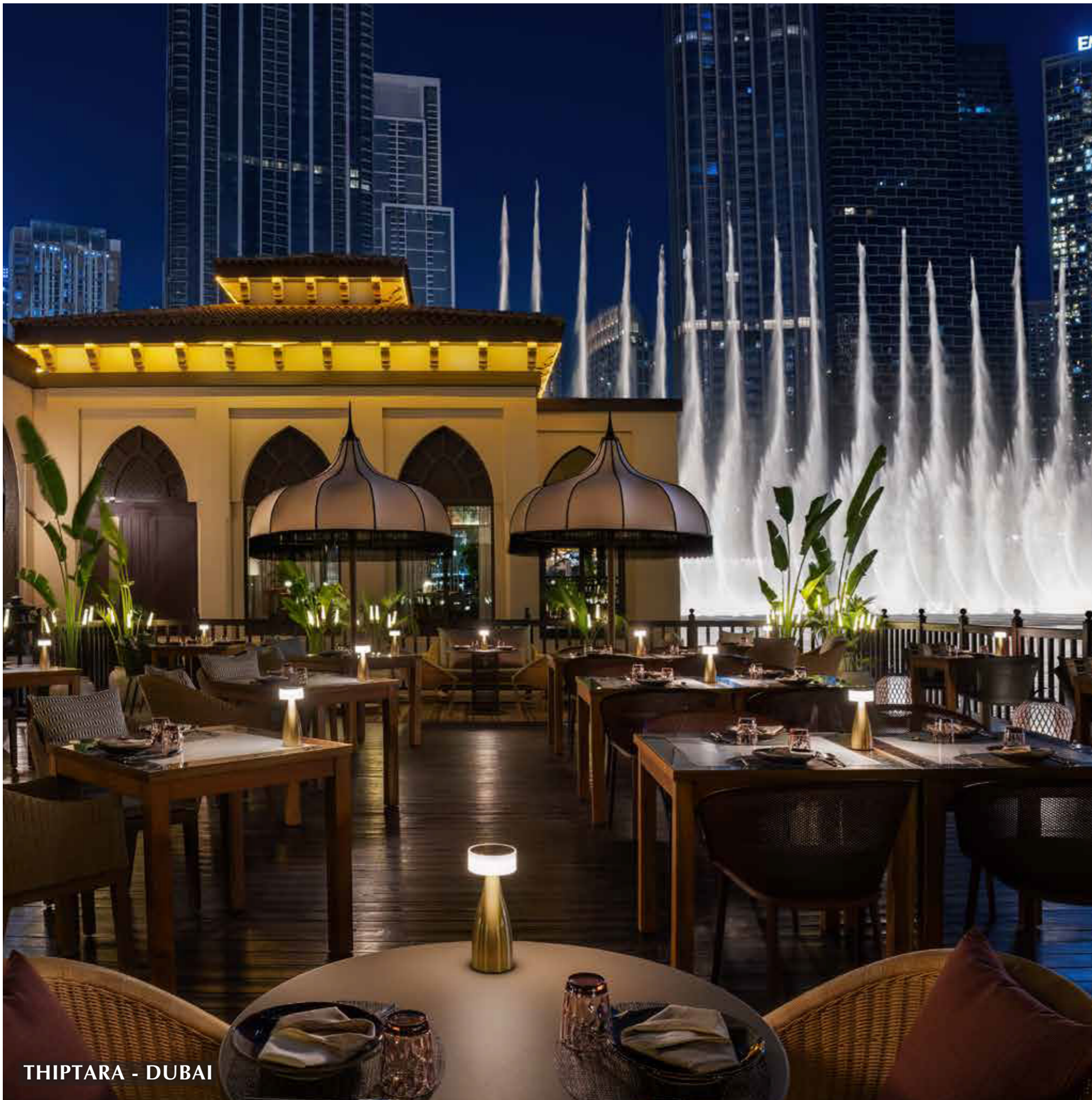
POSITIONING: PREMIUM LUXURY



PALACE DOWNTOWN - DUBAI



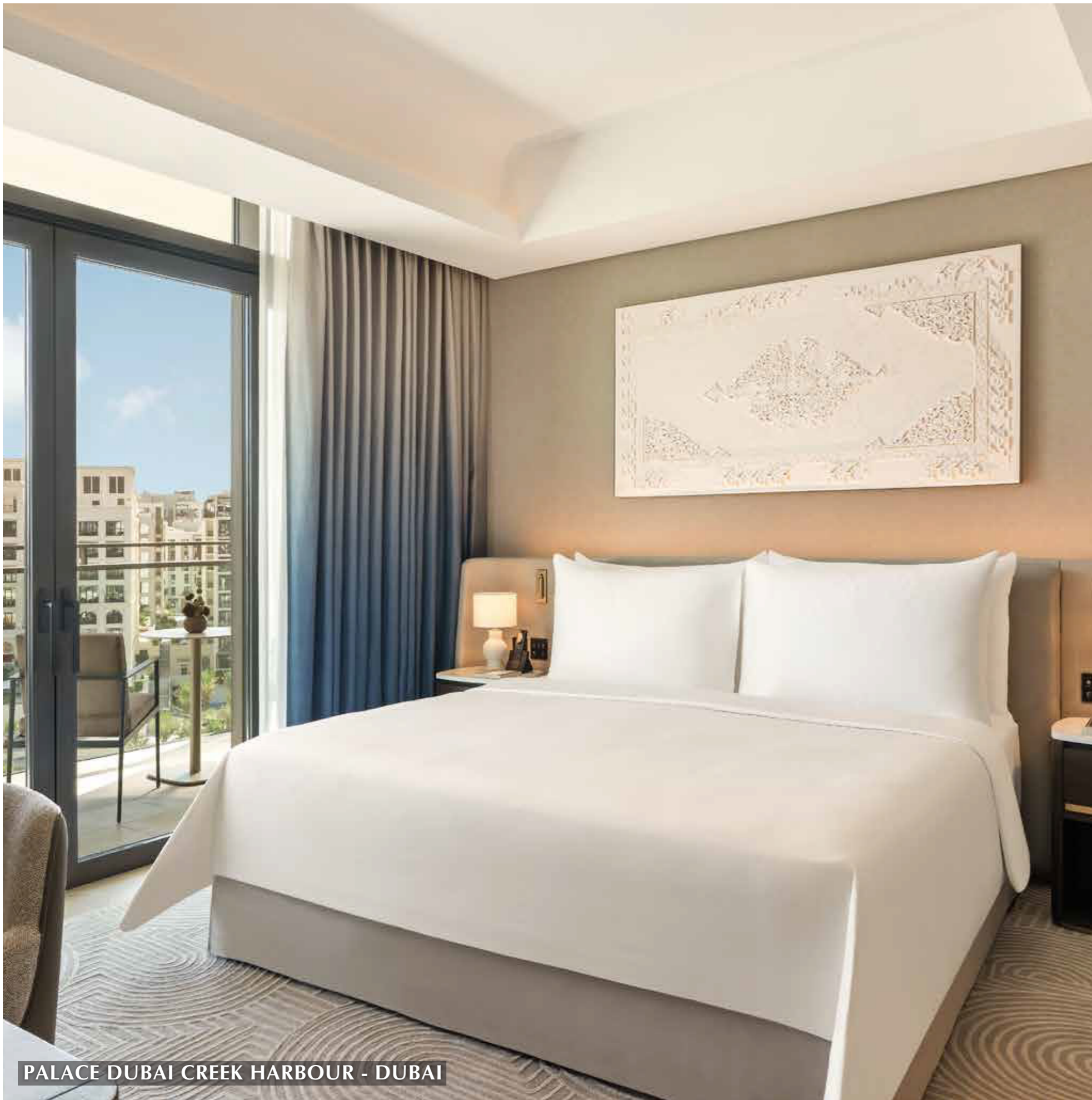
PALACE BEACH RESORT FUJAIRAH - FUJAIRAH



THIPTARA - DUBAI



PALACE DOWNTOWN - DUBAI



PALACE DUBAI CREEK HARBOUR - DUBAI



PALACE DUBAI CREEK HARBOUR - DUBAI



PALACE BEACH RESORT FUJAIRAH - FUJAIRAH



PALACE DOWNTOWN - DUBAI

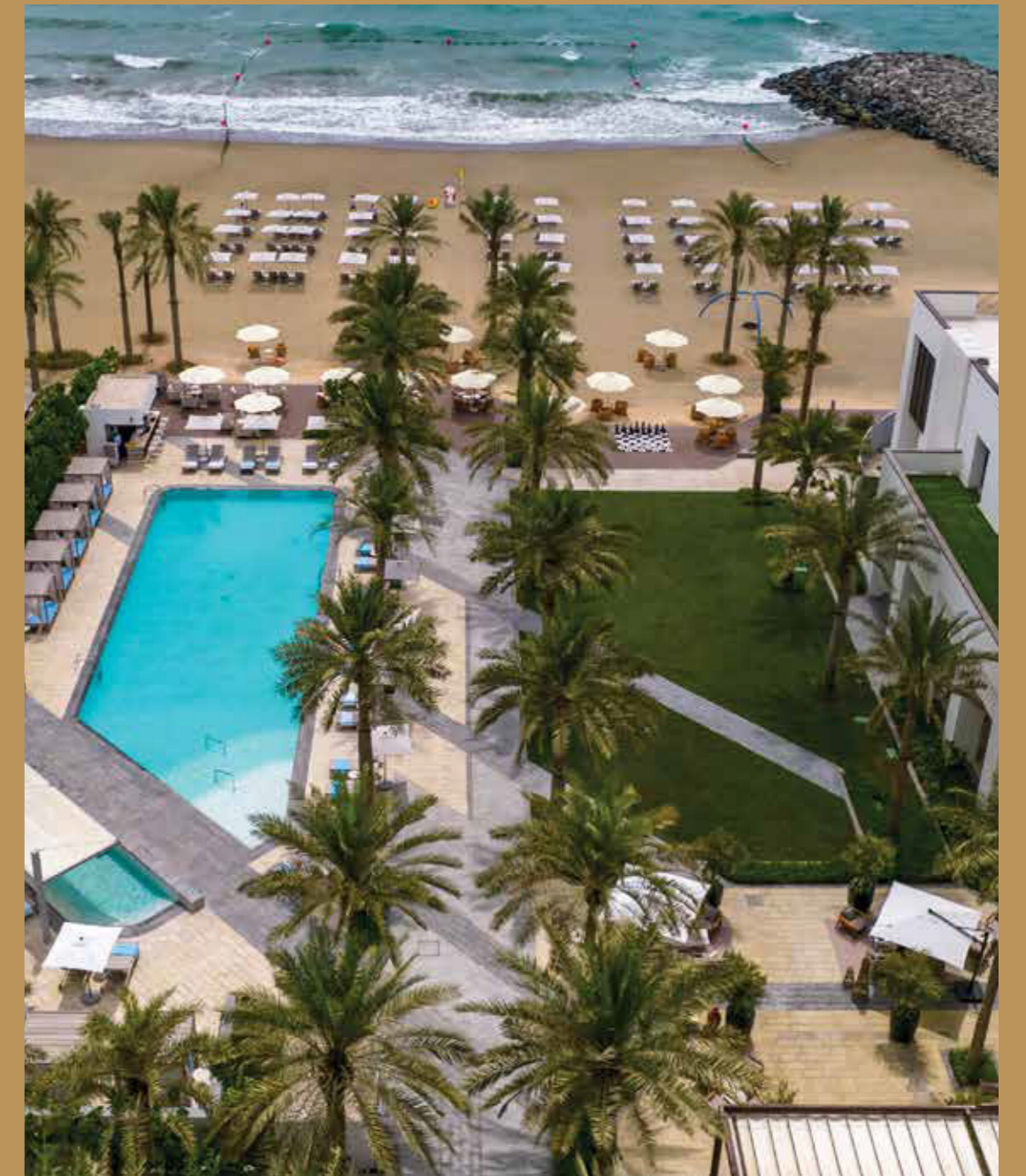
PALACE
HOTELS AND RESORTS



PALACE DUBAI DOWNTOWN



PALACE DUBAI CREEK HARBOUR



PALACE BEACH RESORT FUJAIRAH



VIDA

HOTELS AND RESORTS

alive and inspired

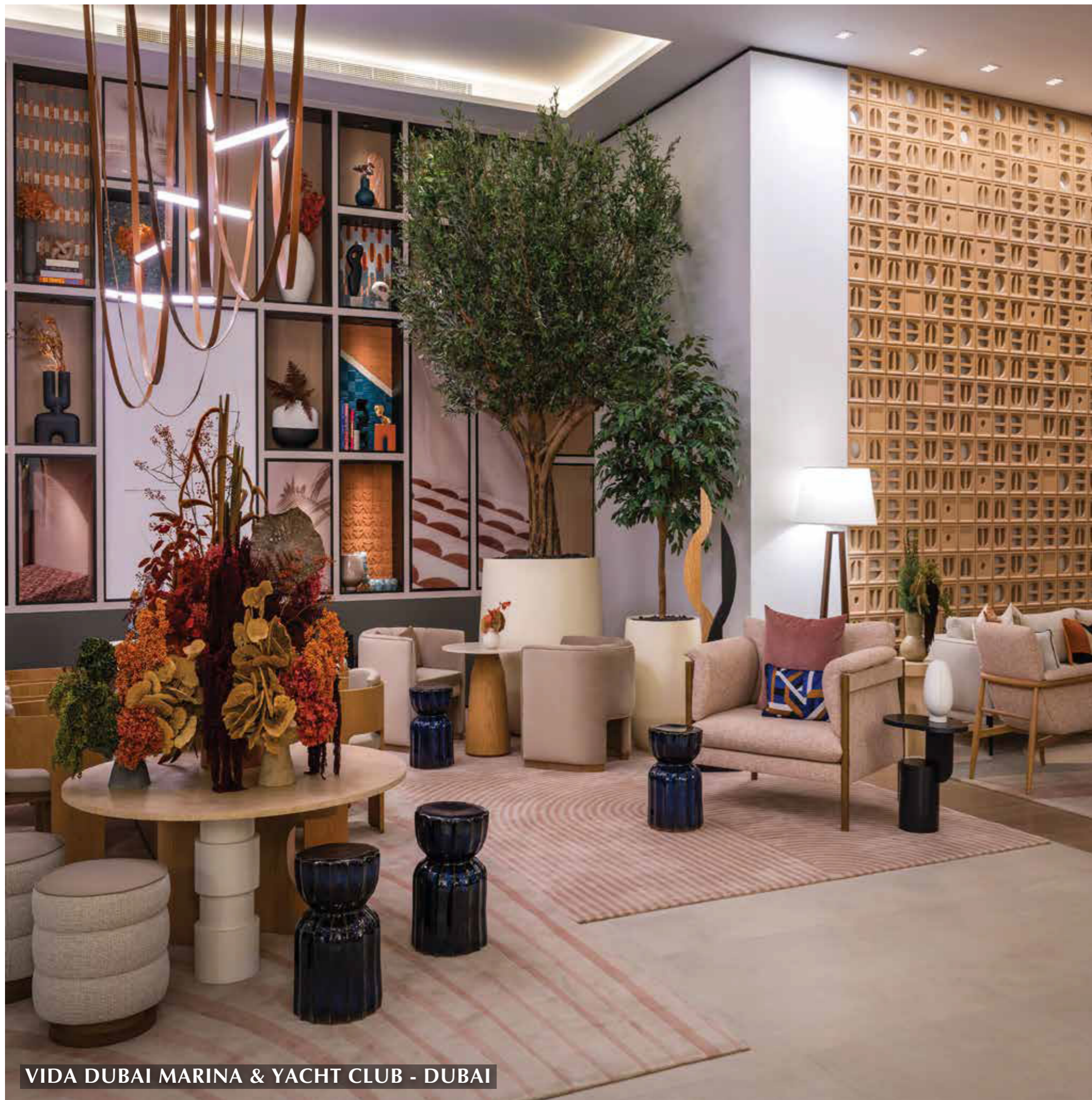
Vida Hotels and Resorts is a lifestyle boutique hotel and residences brand of Emaar Hospitality. With six hotels across Dubai and Umm Al Quwain, and more opening in the region and abroad, they are the ideal place for young entrepreneurs, business and leisure travellers to meet, be seen, share ideas, and have freedom of self-expression.

Vida, meaning 'life' in Spanish, embraces warmth, simplicity and creativity in design-led spaces. Considered a community hub where like-minded guests and visitors meet to create, relax and recharge in an incredibly vibrant and stylish environment, every Vida is unique in its offering and celebrates the location. Paying homage to the surroundings, whilst always being socially responsible, Vida Hotels and Resorts are renowned for their beautiful tributes to the city of Dubai and the Emirati and Middle Eastern culture, through curated and bespoke artworks that are showcased throughout. Guests have the extraordinary opportunity to take a visual journey of discovery through the Emirates at every Vida they visit.

NUMBER OF HOTELS OPERATING: 6

AVERAGE SIZE: 150 - 250 ROOMS

POSITIONING: UPSCALE LIFESTYLE



VIDA DUBAI MARINA & YACHT CLUB - DUBAI



VIDA BEACH RESORT UMM AL QUWAIN - UMM AL QUWAIN



VIDA CREEK BEACH - DUBAI



VIDA CREEK HARBOUR - DUBAI



VIDA EMIRATES HILLS - DUBAI



VIDA CREEK BEACH - DUBAI



VIDA BEACH RESORT MARASSI AL BAHRAIN - BAHRAIN



VIDA CREEK BEACH - DUBAI

VIDA

HOTELS AND RESORTS



VIDA BEACH RESORT
UMM AL QUWAIN



VIDA BEACH RESORT
MARASSI AL BAHRAIN



VIDA DUBAI MARINA
& YACHT CLUB



VIDA CREEK HARBOUR



VIDA EMIRATES HILLS



VIDA CREEK BEACH



ARMANI

Hotels & Resorts

Armani Hotels and Resorts, a brand that embodies the vision and elegance of legendary fashion designer Giorgio Armani. Renowned for its impeccable style and attention to detail, Armani Hotels and Resorts offers a collection of luxurious properties around the world that seamlessly blend contemporary design with timeless sophistication.

Each hotel and resort in the Armani portfolio reflects the designer's signature aesthetic, creating a harmonious fusion of modern elegance and warm hospitality. From the opulent interiors to the personalised service, every aspect is carefully curated to provide guests with an unforgettable experience that exudes refined luxury.

Indulge in a world of unparalleled comfort, where sophistication and innovation intertwine to create an ambiance that is both inviting and awe-inspiring. Whether it's a lavish city escape or a tranquil resort retreat, Armani Hotels and Resorts invites you to embark on a journey of extraordinary experiences, where the essence of Armani's vision is artfully translated into every detail.

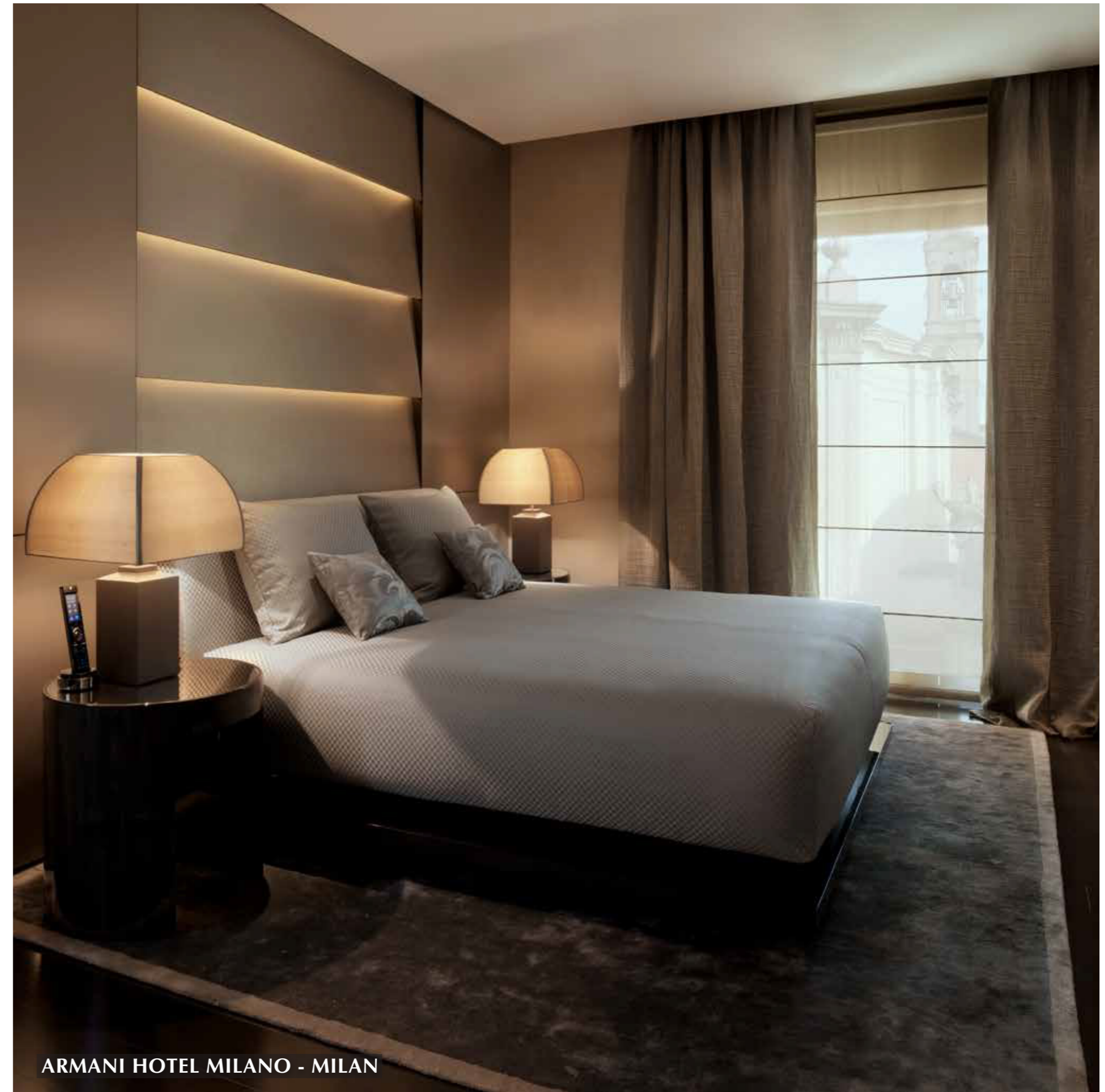
NUMBER OF HOTELS OPERATING: 2

AVERAGE SIZE: 70 - 150 ROOMS

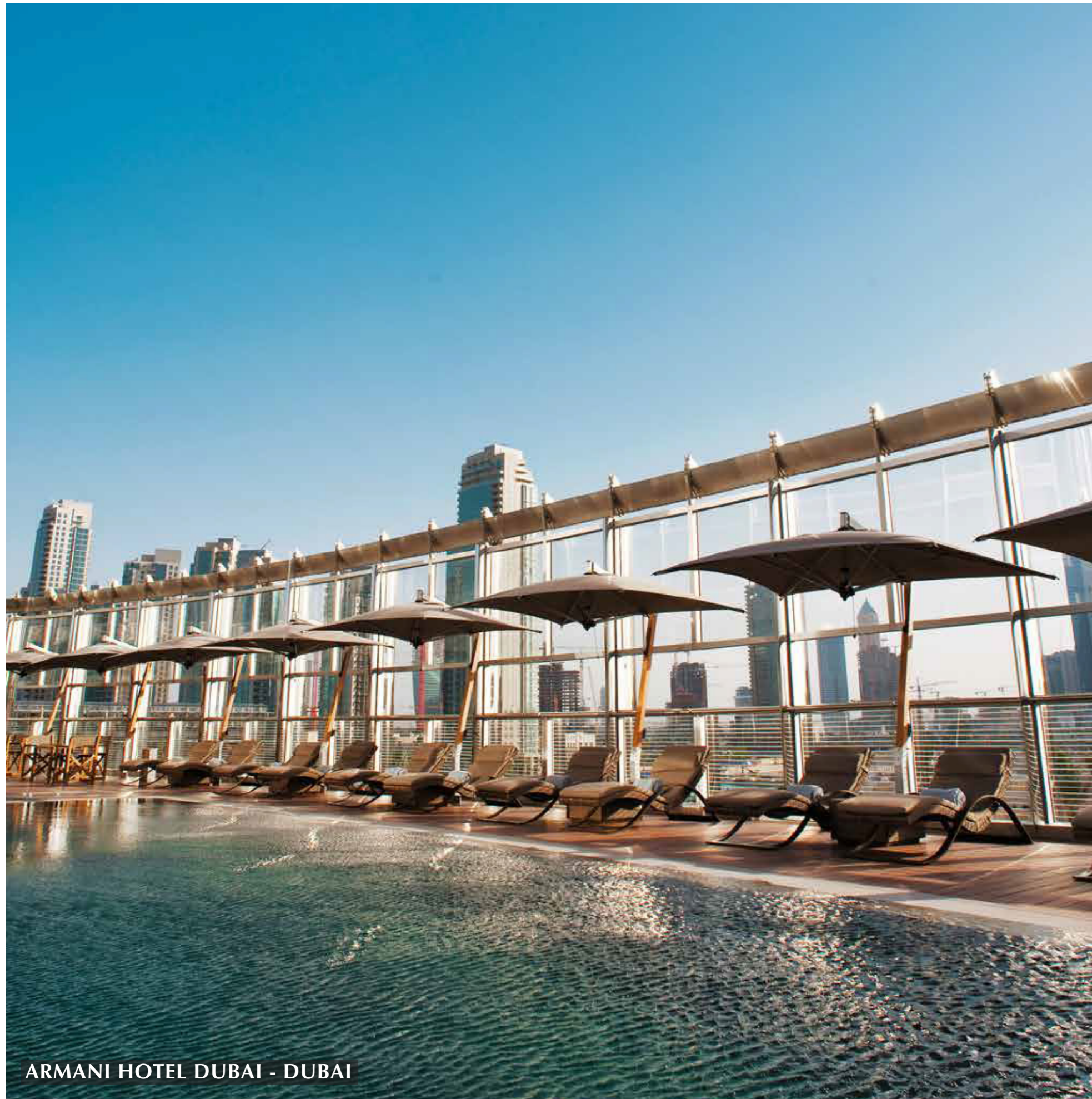
POSITIONING: ULTRA-LUXURY



ARMANI HOTEL DUBAI - DUBAI



ARMANI HOTEL MILANO - MILAN



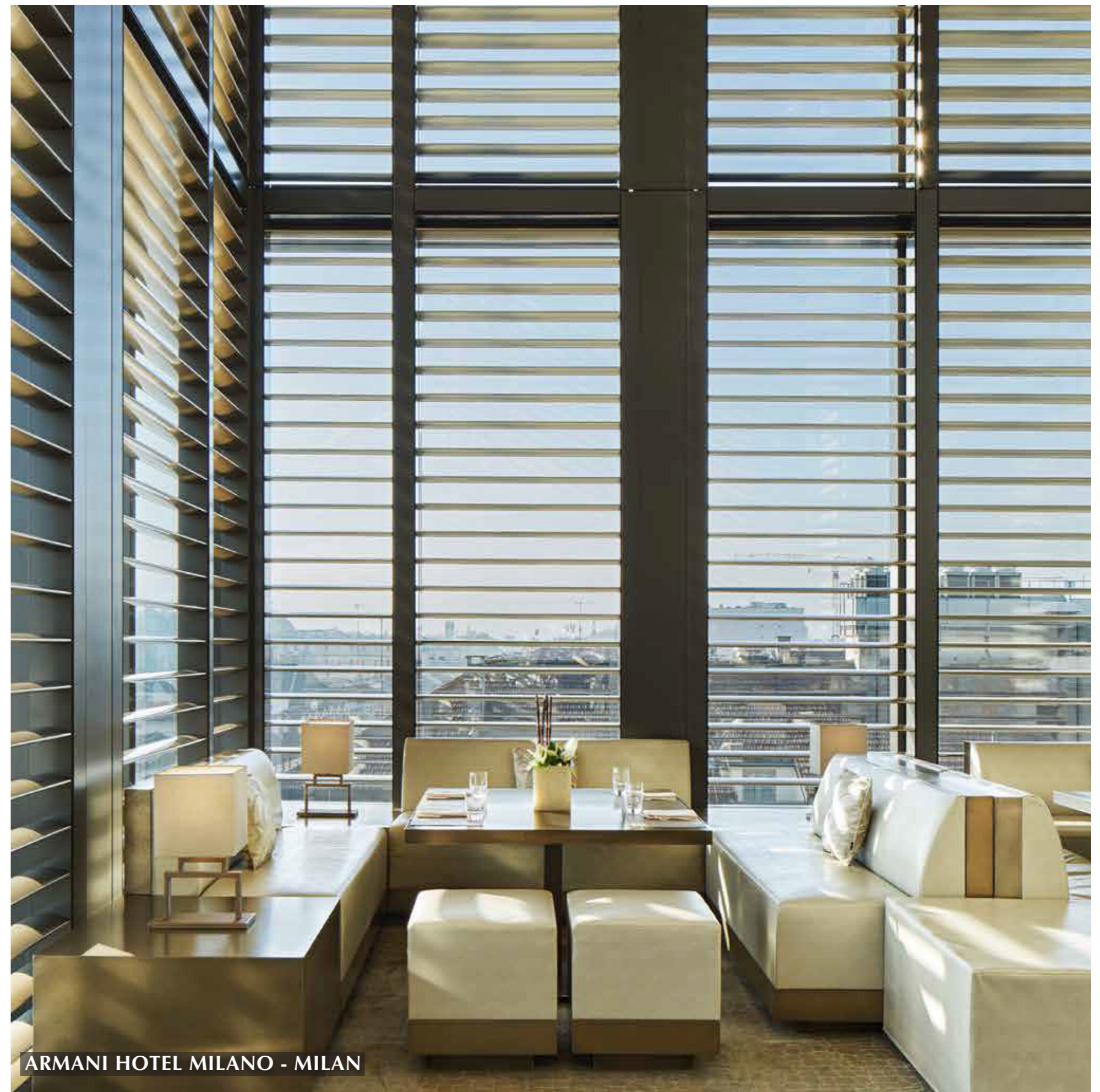
ARMANI HOTEL DUBAI - DUBAI



ARMANI HOTEL MILANO - MILAN



ARMANI HOTEL DUBAI - DUBAI



ARMANI HOTEL MILANO - MILAN

ARMANI
Hotels & Resorts



ARMANI HOTEL MILANO



ARMANI HOTEL DUBAI



Al Alamein Hotel

A BREATH OF LIFE

Al Alamein Hotel is a historic retreat on the idyllic beaches of Egypt's North Coast. Built on the shores of the Mediterranean, Al Alamein Hotel is a stylish sanctuary with rich heritage. Since the 1960s, it has played host to the rich and famous, and today Al Alamein Hotel exudes understated class – the perfect place for the switched on to switch off.

NUMBER OF HOTELS OPERATING: 1

AVERAGE SIZE: 100 - 200 ROOMS

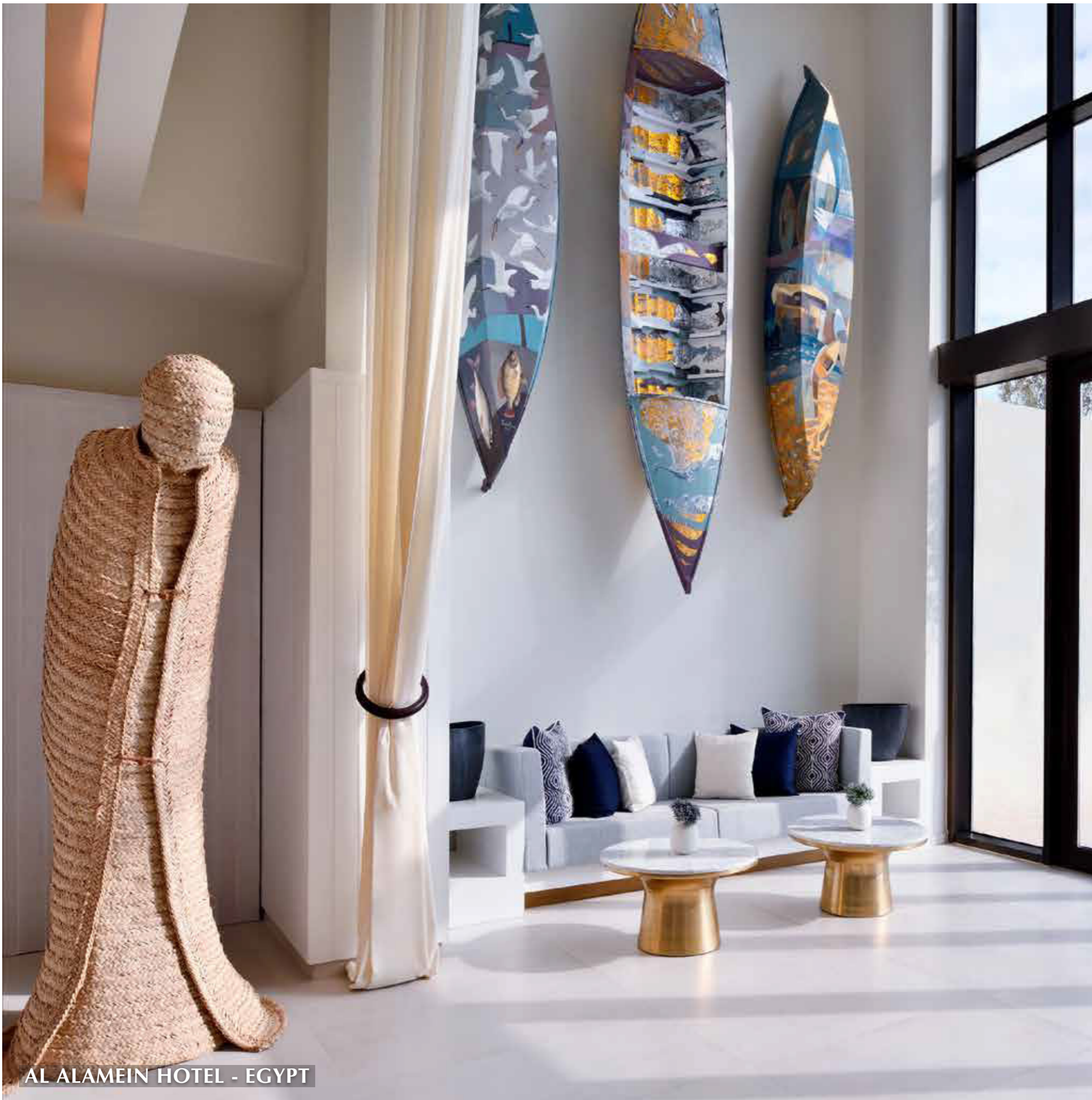
POSITIONING: PREMIUM LUXURY



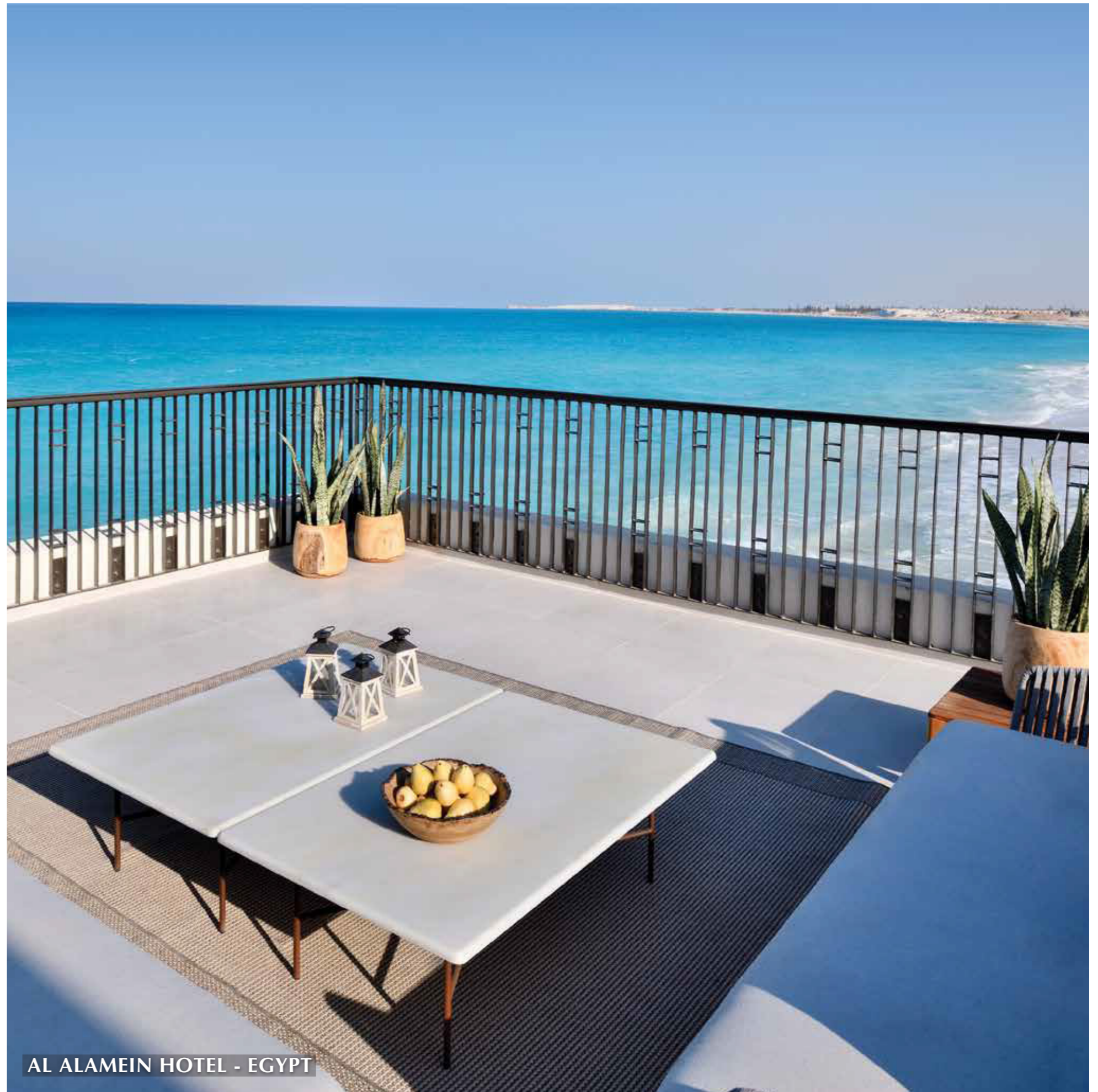
AL ALAMEIN HOTEL - EGYPT



AL ALAMEIN HOTEL - EGYPT



AL ALAMEIN HOTEL - EGYPT



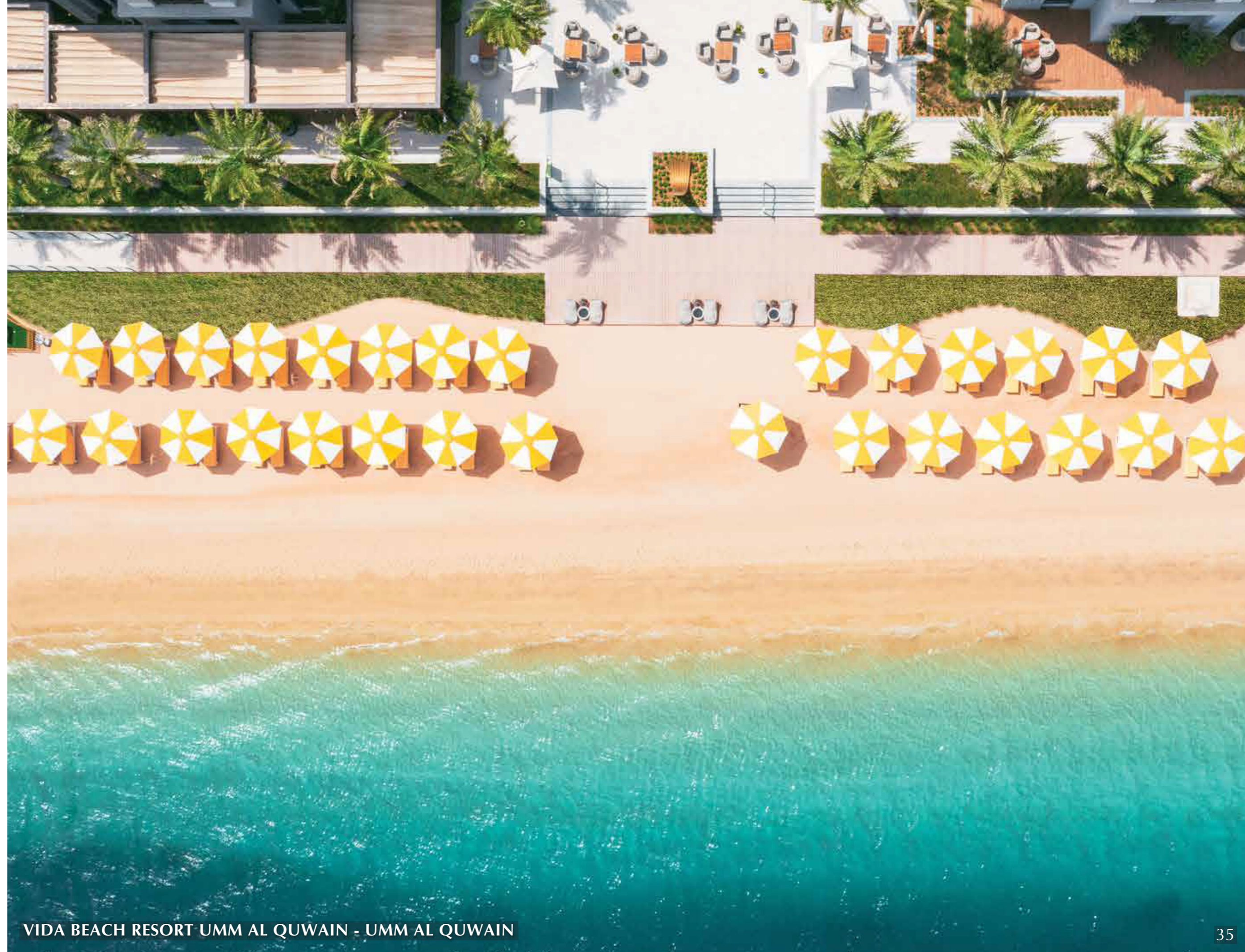
AL ALAMEIN HOTEL - EGYPT

RESORTS

Our iconic resort brands offer guests a space for relaxation and reconnection with their chosen destination.

By merging distinctive experiences inspired by the local character of each property with our dedication to guest well-being and our passion for distinctive design, our resorts showcase the captivating qualities of our hotel brands.

Catering to a broad spectrum of interests and expectations, from adventure enthusiasts to sun-seekers, golfer to cultural explorers and nature enthusiasts, our resorts enable guests to create memories that will stay forever.



RESIDENCES & SERVICED APARTMENTS

Our branded residences and serviced apartments offer high-end living experiences, combining the comforts of home with the luxurious amenities and services of a premium hotel. Branded residences typically include a range of options, from apartments to penthouses, and they cater to discerning individuals and families who seek a sophisticated and convenient lifestyle.

A resilient business model leveraging our brands' strength for cost efficiency and higher returns, our mixed-use developments combine hotel guest rooms with branded serviced apartments for an enhanced residential experience. These apartments prioritize flexibility, usability, and distinctive design, delivering memorable experiences to residents.

With a respected brand at their helm, the properties managed by Emaar Hospitality Group, unlock significant real estate value for the developer with accelerated sales momentum through Emaar database in key markets (amplified and enhanced lead generation), reduced marketing costs, tailored design services, increased hotel revenue through supplementary facilities, and improved operational efficiency.



DINING

Emaar Hospitality Group in-house restaurant concepts are a testament to our commitment to culinary excellence and exceptional guest experiences. Diverse and carefully curated cuisines, each designed to offer discerning diners a wide range of tastes and preferences. Set in beautiful locations, the dining experience is a culmination of irresistible flavours complimented by the exquisite surroundings they are set in.





ARMANI/HASHI

Savour inventive reinterpretations of both classic and contemporary Japanese dishes while enjoying the vibrant atmosphere and glittering views of The Dubai Fountains and Downtown Dubai.



ARMANI/AMAL

Indulge in the epitome of Indian cuisine with a contemporary twist at Armani/Amal. Nestled in the iconic Burj Khalifa, the award-winning Giorgio Armani offers a fine-dining experience with breathtaking views of Downtown Dubai.



ARMANI/RISTORANTE

In the heart of Dubai's iconic Burj Khalifa, Armani Ristorante unfolds an Italian opulent dining symphony. Witness Italian excellence merge with premium ingredients, creating a poetic journey through flavours that linger on the palate, leaving an indelible mark in a remarkable atmosphere.



ARMANI/CAFFÈ

Armani Caffè is an exclusive experience created to connect over a curated collection of day-to-night dishes. From mid-morning coffees and healthy breakfast options to indulgent dinners, each moment unfolds a sensorial experience, reflecting Giorgio Armani's iconic style for the discerning connoisseur.



SALIA - FUJAIRAH

SALiA

A modern Seafood Bar & Grill nestled below the mountains on the coast of Fujairah, honouring local cultures and ingredients at Salia of Address Beach Resort, Fujairah.



ZETA SEVENTY SEVEN - DUBAI

Z-E T A

SEVENTY SEVEN

A spectacular dining experience at Level 77 of Address Beach Resort, Dubai, offering a delicious twist on Asian cuisine and stunning views of the Arabian sea.



THIPTARA - DUBAI

THIPTARA

An elegant and intimate Thai dining destination serving traditional Royal Thai cuisine with an emphasis on Bangkok-style seafood. The venue lives up to its name, which means magic at the water, by offering enchanting dining experiences, authentic ambience, and mesmerizing surroundings.



AMWA - FUJAIRAH

AMWA

An exquisite seaside dining establishment, enchanting patrons with a harmonious blend of Pan-Asian and Western gastronomy, meticulously crafted from locally procured seafood. Nestled in a sophisticated al fresco setting, adorned with live musical notes, it promises a culinary symphony of flavours.



LI'BRASIL - DUBAI

Li'Brasil

Li'Brasil at Address Beach Resort seamlessly blends Lebanese and Brazilian cuisines in a vibrant setting, featuring an indoor space, inviting terrace, and an exclusive Secret Bar. Li'Brasil offers a year-round destination for delightful gastronomy, combining the warmth of Lebanese hospitality with the vivacity of Brazilian spirit.



ATMOSPHERE - DUBAI

ATMOSPHERE

BURJ KHALIFA

Rising 442 metres from the ground, At.mosphere, Burj Khalifa is an award-winning fine dining venue, sitting on Level 122 of the world's tallest building, complementing an exquisite array of exclusive creations, delectable food, impeccable service and breathtaking views of the Arabian Gulf.

LEISURE CLUBS

Experience the epitome of luxury and recreation with Emaar Leisure. Offering a distinctive range of exclusive amenities designed to cater to refined tastes.

Tee off in style amidst breathtaking landscapes and meticulously crafted courses at Emaar's world-class golf clubs that combine challenging fairways with stunning views, providing an unforgettable golfing experience for enthusiasts of all skill levels. Delve into the world of equestrian elegance, witnessing the grace and power of magnificent horses as skilled riders demonstrate their expertise.

Set sail on the azure waters of the Arabian Gulf from the prestigious yacht clubs. Experience the epitome of luxury as you cruise along the stunning coastline, enjoying the soothing sea breeze and panoramic views aboard Emaar's state-of-the-art "The Boat by Address".

At Emaar Leisure, true luxury lies in the details. From impeccable service to exceptional facilities, breathtaking views, and unforgettable experiences.





DUBAI POLO & EQUESTRIAN CLUB - DUBAI

DUBAI POLO & EQUESTRIAN CLUB

An unconventional facility that offers diverse experiences in polo and equestrian activities. From the excitement of show jumping to the serene spa ambience, visitors can enjoy a variety of activities. The dining area boasts an elegant equestrian atmosphere, and the venue itself provides a breathtaking backdrop for weddings and events.



DUBAI HILLS GOLF CLUB - DUBAI

DUBAI HILLS GOLF CLUB

A quintessential golfing destination at Dubai Hills Golf Club, a tranquil and verdant lifestyle haven. Dubai Hills Golf Club is an 18-hole par-72 championship golf course designed by European Golf Design and managed by Troon Golf. Offering a challenge to golfers of all ability, it is a key golfing destination in the region.



ARABIAN RANCHES GOLF CLUB - DUBAI

ARABIAN RANCHES GOLF CLUB

Step into the realm of Arabian Ranches Golf Club, where the design ethos draws inspiration from the desert-style courses of Scottsdale, Arizona. Spanning an impressive 7,658 yards, it offers a formidable challenge for golfers with panoramic vistas of the 9th and 18th greens unfold.



MONTGOMERIE GOLF CLUB - DUBAI

MONTGOMERIE GOLF CLUB

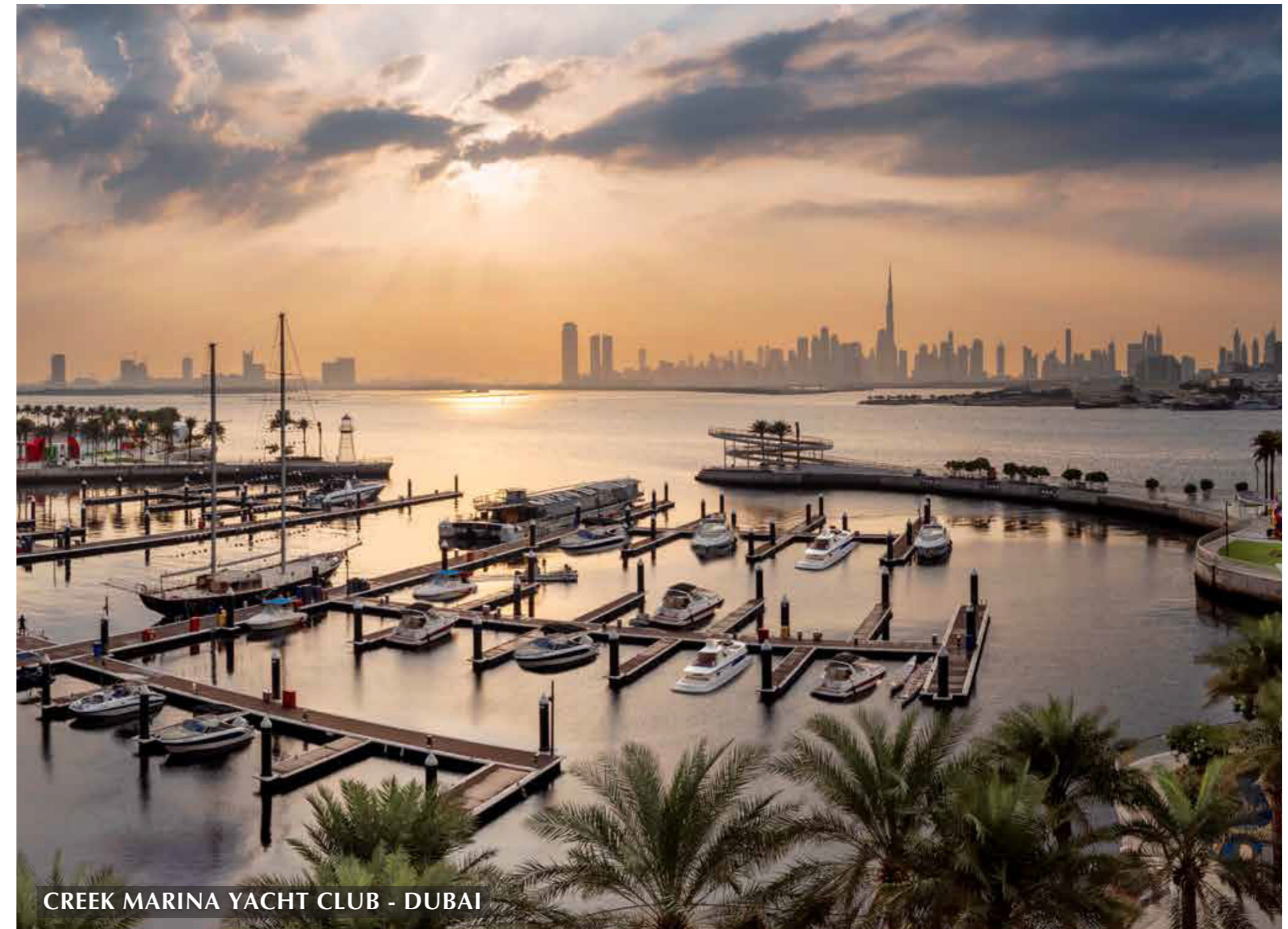
Montgomerie Golf Club Dubai, set in the heart of the prestigious Emirates Hills, is a design collaboration between golfing great Colin Montgomerie and Desmond Muirhead. A links-land style oasis with over 200 acres and featuring 14 lakes and 81 bunkers which will challenge players of all levels.



DUBAI MARINA YACHT CLUB - DUBAI

DUBAI MARINA YACHT CLUB

A prestigious 5 Gold Anchor, award-winning marina recognised for the quality of services and facilities. By day, a boater's haven and by night a vibrant bustling nightlife waterfront.



CREEK MARINA YACHT CLUB - DUBAI

CREEK MARINA YACHT CLUB

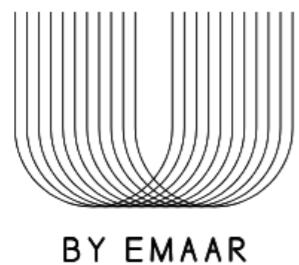
The Creek Marina Yacht Club is situated within the banks of the historic Dubai Creek. With over 80 yachts in residence, the marina provides a berthing location complemented by stunning skyline views of Dubai.



REWARDS PROGRAMME

U By Emaar, a proven loyalty program in hospitality, integrates Emaar's diverse brands by offering personalized rewards through Upoints, redeemable for hotel stays, spa treatments, dining, and entertainment. With four tiers, members can unlock exclusive privileges, transforming each moment into unforgettable experiences.

Join our esteemed program and enjoy a world of opportunities, while creating lasting memories within Emaar's portfolio of properties.



BY EMAAR



EARN UPOINTS FOR EVERY DIRHAM YOU SPEND

2 AED = 1 UPOINT

Earn points every time you spend at participating outlets.



Stay



Dine



Relax



Play

You earn 1 Upoint for every AED 2 spent across Address Hotels + Resorts, Palace Hotels and Resorts, Vida Hotels and Resorts, and Play experiences.



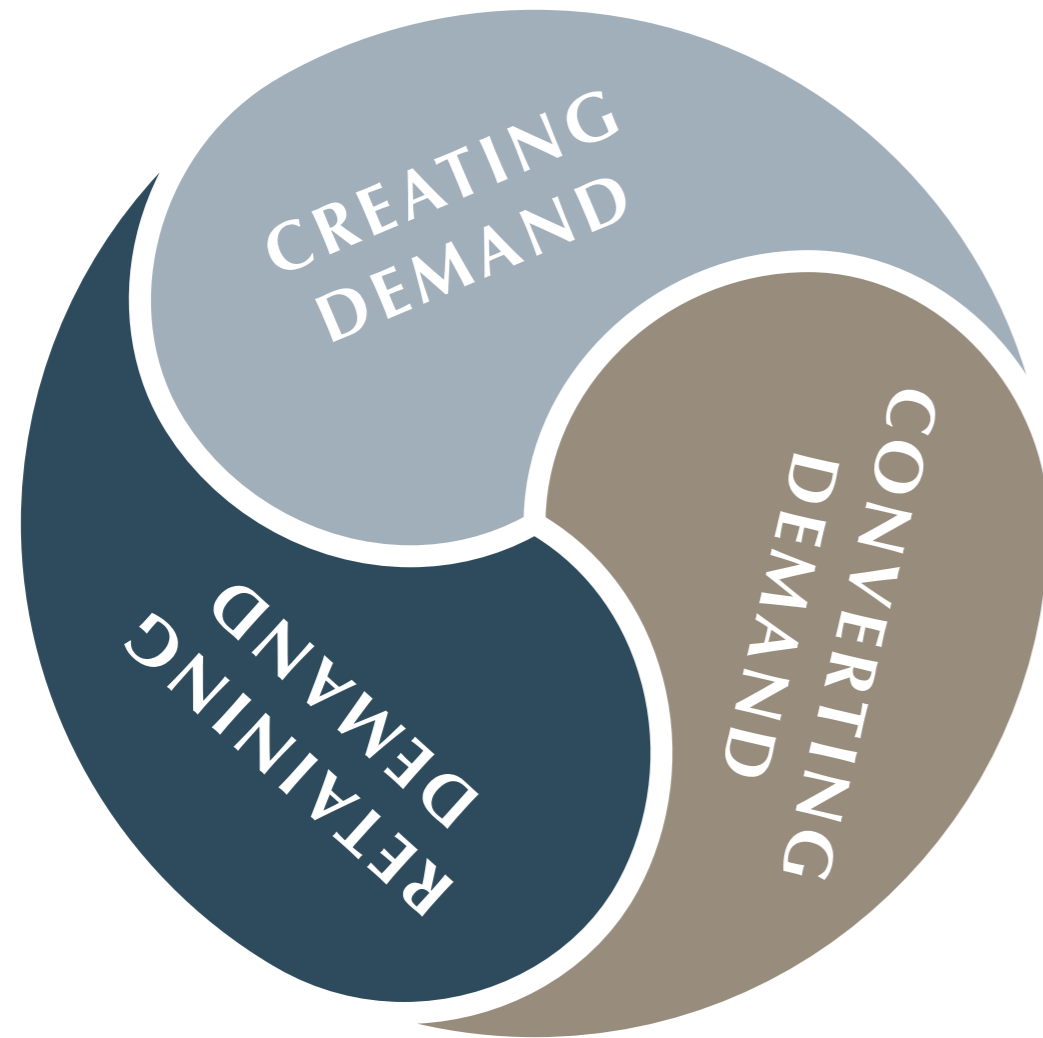
**GROWING
WITH YOU**



YOUR GROWTH PARTNER

OUR GOAL : BOOST REVENUES, OPTIMIZE COSTS, MAXIMIZE RETURN ON INVESTMENT

Emaar Hospitality Group is a forward-thinking organization. With a proven track record of managing hotels of distinction, we are committed to delivering unparalleled experiences that exceed expectations.



GENERATING DEMAND



Brand Excellence

- Portfolio of well-established brands
- Luxury accommodation and leisure experiences
- Meetings and Events (corporate, leisure, weddings)



Integrated Marketing Strategies

- Engaging with customers through integrated multi-media advertising and marketing campaigns, PR and communications strategy to drive brand awareness, engagement, conversion, and industry-leading positions for our hotels
- Compelling stories across all media and social channels to increase the notoriety of our brands and hotels



Influential Brand Website and Loyalty Program

- Acquisition campaigns to bring traffic to capture online business
- Personalized and interactive digital experience to convert visits into bookings
- Enhanced loyalty program (U by Emaar)
- Powerful digital platform to boost hotel visibility and awareness
- Increasing direct sales and lowering online distribution costs



Sales

- Increase our hotel's reach by partnering with online travel agencies (OTA), global distribution systems (GDS) and travel management companies
- Global sales network in key markets, visibility at international trade exhibitions
- Exclusive benefits with Emaar Hospitality Group's partnership - large B2B ecosystem (Corporate Accounts, M&E agencies, Travel Agencies, Airlines, etc.)

OPTIMIZING REVENUES



Revenue Management

- Solid reservations system and comprehensive revenue management tools (data driven dynamic pricing strategies)
- Analyze market trends, anticipate guest demand, and convert opportunities into actual bookings
- Optimize occupancy and ADR through different revenue management strategies
- Best in class operational technology to support our hotels in their day-to-day planning and improve productivity to ensure the increased revenues convert to profit

MEMORABLE GUEST EXPERIENCES



Guest Experience

- We listen closely to the guest and monitor alignment across all brands and hotels through a refined quality management program
- We drive innovation and digitalization by continuously investing in our systems to offer a more flexible, efficient, and personalized travel experience (Nuha Virtual Concierge - ChatGPT app during COP28)

THE PEOPLE

We know that people are at the heart of a successful hospitality business. Our people are committed to extra thoughtful care and to delivering an amazing hotel experience, the lie at the core of all our endeavours. The well-being and development of our team are our top priorities, and we strive to nurture a safe, conducive and inclusive work environment. We rely on highly skilled, dedicated and motivated employees to maintain our position as an industry leader and an innovative thought leader.

Emaar's people strategy addresses the areas of active employee learning and development, employee engagement, diversity and inclusion, health and safety, leadership excellence, knowledge sharing and the creation of a positive work culture. Our HR business unit develops and leads our employee attraction, engagement and retention strategy.



TURNKEY SOLUTIONS



DESIGN AND DEVELOPMENT

Our EHG's technical team optimizes space utilization, minimizes development risk, and collaborates closely with you and external consultants to find the best solutions for your assets to maximize the efficiency of the development. Aligning with market demand and brand standards, our advice on design and space planning enhances operational flow for a stronger bottom line.



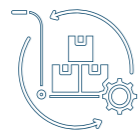
TECHNOLOGY FORWARD

Our team of engineers will be there every step of the way to recommend cost-effective, sustainable technical installations, minimizing environmental impact and reducing future maintenance costs to prolong the lifespan of your investment. We work closely with you bringing each project's vision to life through innovative technical solutions and in-house expertise.



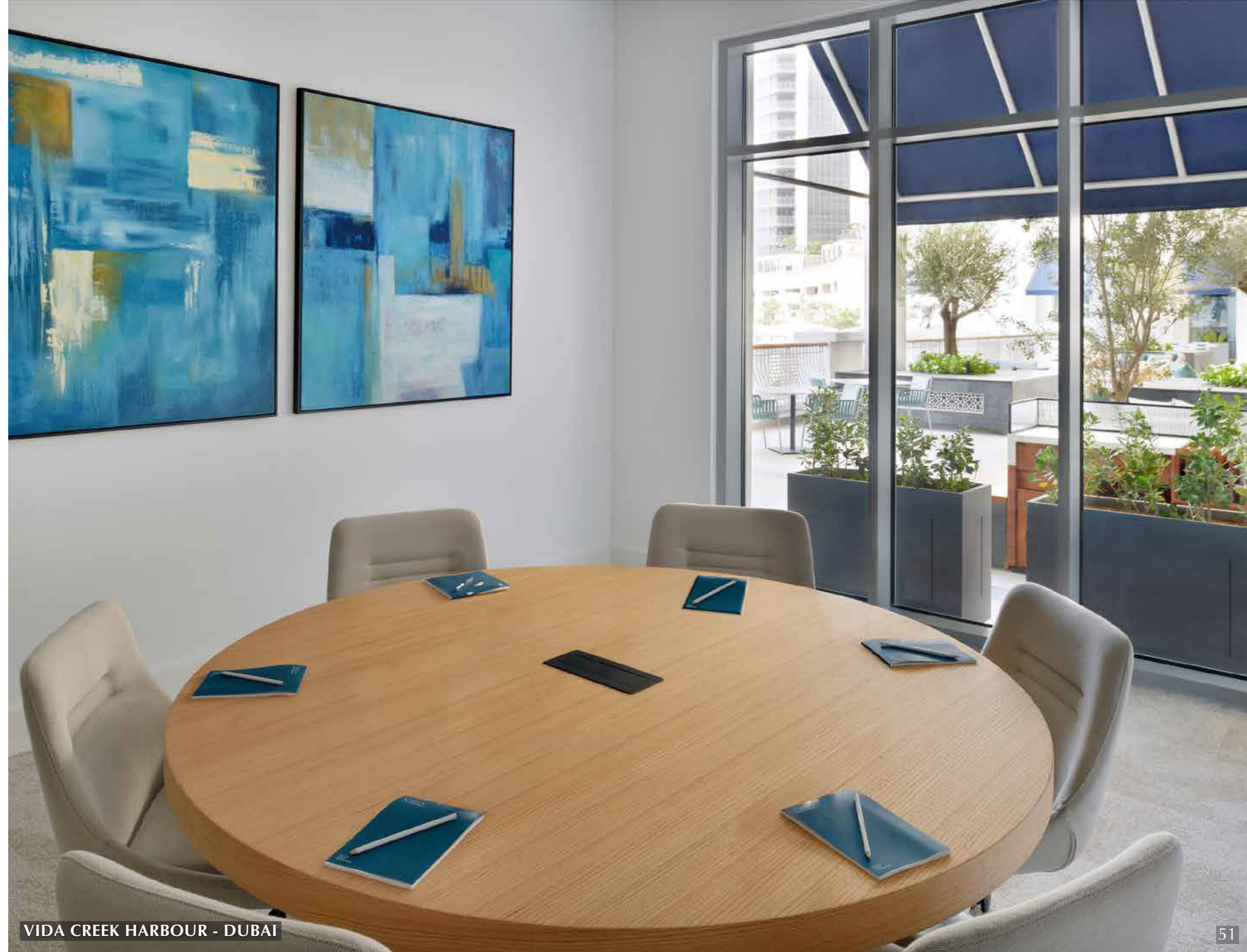
PROCUREMENT

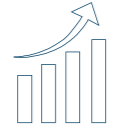
You will benefit from EHG's managed supply network, have access to a comprehensive list of FF&E and OS&E under a negotiated corporate agreement, simplifying the whole procurement process and reducing the costs.



LAUNCH AND OPERATIONS

A successful launch is key to a profitable hotel. We will help you to secure business before opening with our dedicated pre-opening activities, creating demand and excitement for your property.





OPERATING THE HOTEL

We will assist you to allocate top talent and resources to manage your hotel efficiently. Our proactive commercial team works diligently to ensure the hotel generates the necessary income as quickly as possible. With daily support from key experts in revenue management, online distribution, marketing and sales, our team stands ready to make sure your hotel is at its best performance. Additionally, our unique ability to reduce costs and enhance the bottom line is a result of our operational efficiencies and strong track record.



OUR PEOPLE

This is what sets us apart. EHG stands out as a relationship-focused company that is pragmatic, agile, and dedicated to finding solutions alongside our business partners. We believe in long-lasting relationships based on trust, responsibility, and accountability. We know that people are at the heart of a successful hospitality business. Our people are committed to extra thoughtful care and to delivering amazing hotel experiences.



SAFETY AND SECURITY

Safety and Security is a global priority for our hotels. A universally applied self-assessment program supported by a library of best practice guidance is verified through independent certification and helps ensure both regulatory compliance and that client expectations are met.




ADDRESS
HOTELS + RESORTS

PALACE
HOTELS AND RESORTS

ARMANI
Hotels & Resorts

VIDA
HOTELS AND RESORTS

Al Alamain
Hotel



CREEK MARINA
YACHT CLUB



EMAAR

HOSPITALITY

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