

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

94.3%

EDITION

90.4%

W
HOTELS

81.7%

citizen
M
hotels

87.7%

KIMPTON®
HOTELS & RESTAURANTS

82.6%

بينتر
CENTRO
Hotels

82.5%

RED
Radisson

87.7%

H
Holiday Inn

78.5%

H
Holiday Inn
Express

80.1%

ibis
HOTELS

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

A woman with short dark hair, wearing a vibrant, multi-colored patterned short-sleeved shirt and blue jeans, is smiling as she pours coffee from a silver pitcher into a white mug with a red rim. She is standing in what appears to be a hotel lobby or coffee bar, with blurred background elements like a white coat rack and wooden furniture.

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.



COMMUNITY FOCUS



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

A nighttime cityscape featuring a prominent building with the word 'ROVE' illuminated on its facade. The building is a tall, modern structure with a grid-like facade and many lit windows. In the background, a dense cluster of skyscrapers is visible, including one with a distinctive clock tower. A multi-lane highway with light trails from cars is in the foreground. The overall scene is illuminated by city lights, creating a vibrant urban atmosphere.

**A FLEXIBLE BRAND
ACROSS VARIOUS
LOCATIONS...**



FLAGSHIP

ROVE CITY WALK

NO OF KEYS

566

TYPE

CITY

مشاريع التطوير العقاري
مشاريع التطوير العقاري
مشاريع التطوير العقاري
مشاريع التطوير العقاري
مشاريع التطوير العقاري

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FLAGSHIP

ROVE LA MER BEACH

NO OF KEYS

366

TYPE

BEACHFRONT

A night-time photograph of the Rove Hotel in Dubai. The building is a large, modern structure with a prominent central dome made of a complex, illuminated, geometric pattern of circular and polygonal shapes. The word "ROVE" is lit up in white on the right side of the building. In the foreground, there is a wide, paved walkway lined with palm trees and decorative lighting. The sky is dark blue.

ROVE

FLAGSHIP

ROVE EXPO 2020

NO OF KEYS

331

TYPE

EVENTS

ROVE

PROJECT

ROVE MARJAN ISLAND

NO OF KEYS

441

TYPE

BEACHFRONT



R O V E

PROJECT

ROVE HOME ALJADA

NO OF KEYS

178 + 249

TYPE

HOTEL & RESIDENCES

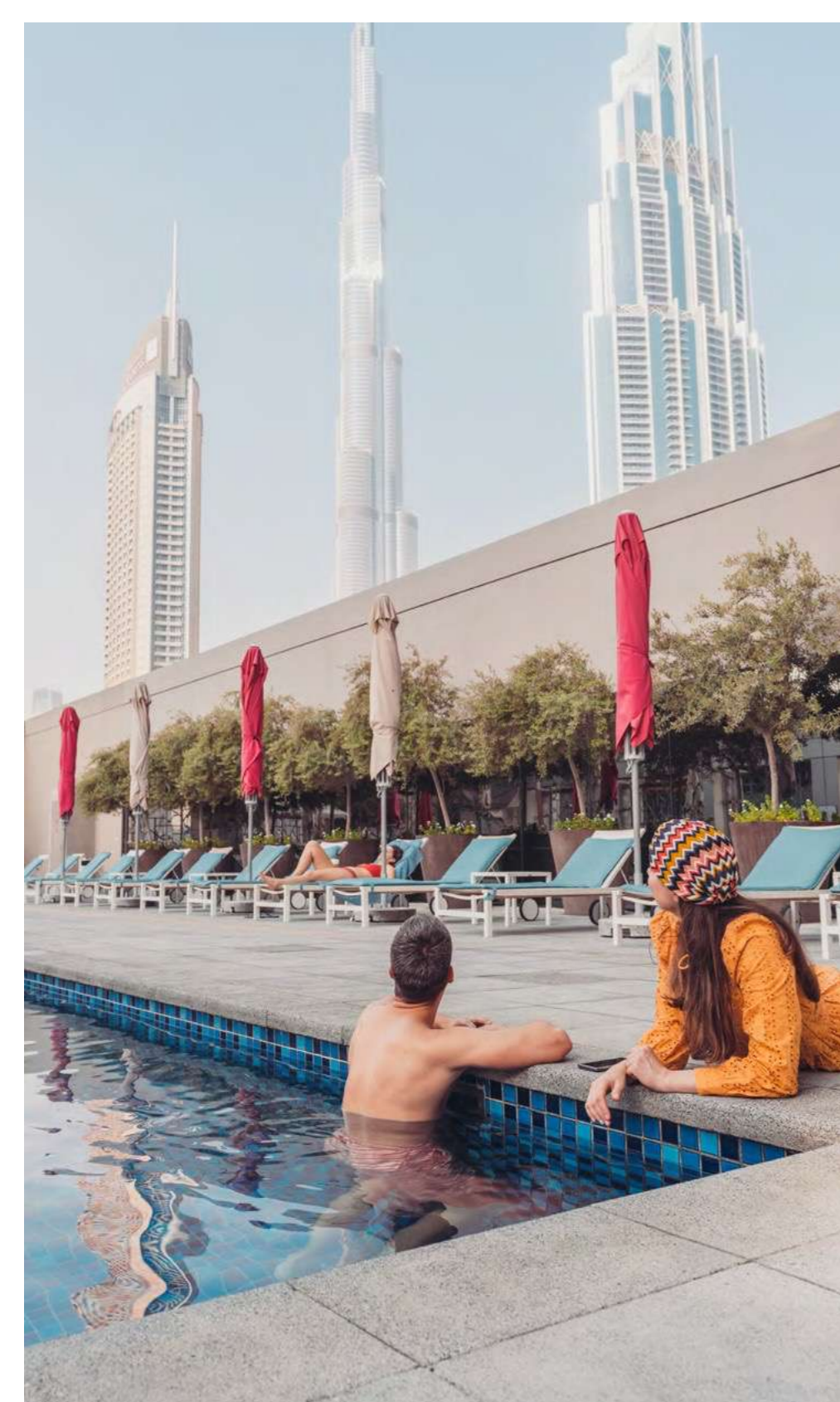




#DINE



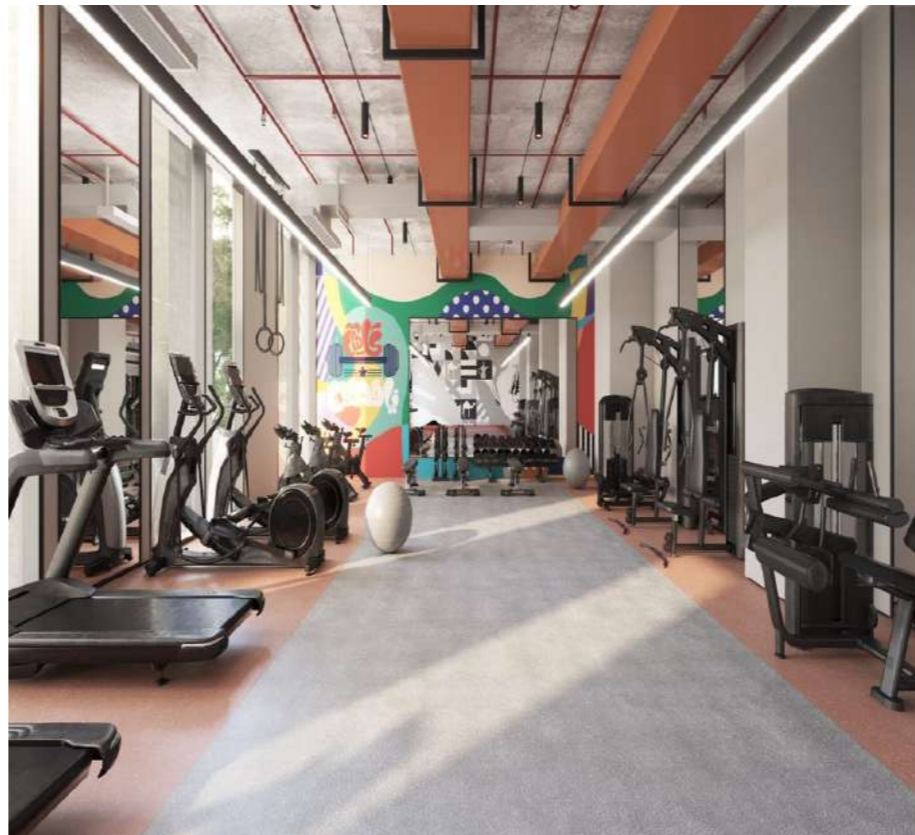
#SOCIALISE



#RELAX







ARE YOU A #ROVER?

R O V E
H O T E L S