



# 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



## THE DAILY

All-day urban hangout



## 24-HOUR GYM

Fitness room, sundeck and pool



## WORKING SPACES

Flexible creative hubs for digital nomads



## SUSTAINABILITY

All of our hotels are Green Key certified



## 24-HOUR SHOPPING

Boutique convenience store



## STORAGE

Self-service luggage lockers



## 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

R O V E  
HOTELS

94.3%

EDITION

90.4%

W  
HOTELS

81.7%

citizen  
M  
hotels

87.7%

KIMPTON®  
HOTELS & RESTAURANTS

82.6%

سيف  
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



# DEVELOPMENT PARAMETERS

FOCUS ON COST EFFICIENCY WITH A  
COMPELLING DESIGN PROPOSITION.

FROM \$ 110K PER KEY  
TOTAL DEVELOPMENT COST.

## TYPICAL 300 KEY HOTEL

### AREA PROGRAM M2 PER KEY

OVERALL HOTEL GFA

42.5 – 46.8

STANDARD GUESTROOM

21 – 24

GUESTROOM/CORRIDORS

30 – 34.3

FRONT OF HOUSE

7.5

BACK OF HOUSE

5.0

### SUMMARY COST \$ PER KEY

HARD COST

90 – 95K

SOFT COST (DEVELOPERS FEE)

8.9K

FF&E

4.5 – 5.5K

OPERATING EQUIPMENT

2.6K

IT

2.7K



# 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.





# COMMUNITY FOCUS



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



A nighttime photograph of a city skyline, likely Dubai, featuring several illuminated skyscrapers. In the foreground, a multi-lane highway shows light trails from moving vehicles. To the right, a modern building with the word 'ROVE' on its facade is visible. A semi-transparent blue rectangular box is overlaid on the left side of the image, containing the text 'SOME OF OUR PROJECTS...'.

SOME OF OUR  
PROJECTS...

ROVE





FLAGSHIP

ROVE CITY WALK

NO OF KEYS

566

TYPE

CITY

www.meraas.com

ميراس

www.meraas.com

ميراس MERAAS





FLAGSHIP

ROVE LA MER BEACH

NO OF KEYS

366

TYPE

BEACHFRONT



A night-time photograph of the Rove Expo 2020 building. The building features a large, illuminated, dome-like structure with a complex, organic, and symmetrical pattern of circular and teardrop shapes. The dome is flanked by two tall, rectangular wings with a grid-like facade of windows, some of which are lit from within. The word "ROVE" is visible in large, illuminated letters on the right wing. In the foreground, a wide, paved plaza is lined with palm trees and illuminated by a series of small, warm-toned lights arranged in a pattern. The sky is dark blue.

FLAGSHIP

ROVE EXPO 2020

NO OF KEYS

331

TYPE

EVENTS



ROVE

PROJECT

ROVE MARJAN ISLAND

NO OF KEYS

441

TYPE

BEACHFRONT







ROVE

PROJECT

ROVE HOME ALJADA

NO OF KEYS

192 + 306

TYPE

HOTEL & RESIDENCES





PROJECT

ROVE HOME DOWNTOWN

NO OF KEYS

348 RESIDENCES

TYPE

CITY CENTRE

















#RELAX



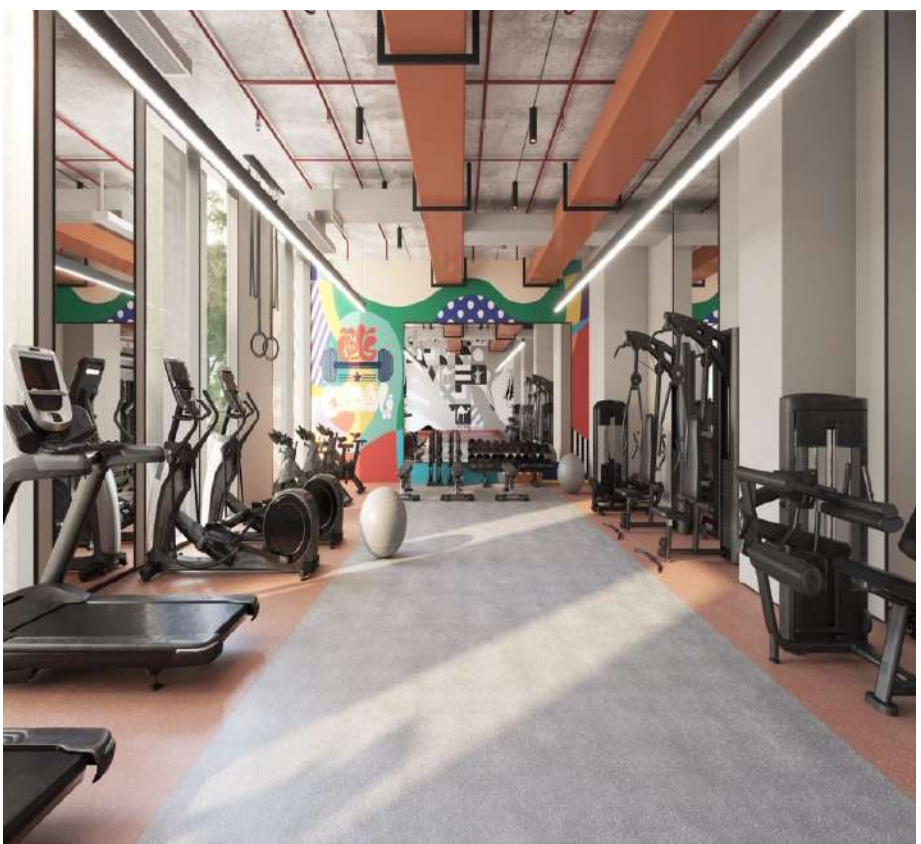






#CREATE











*ARE YOU A #ROVER?*

R O V E  
H O T E L S