

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
LOCALITIES HERITAGE.

MODERN, SUSTAINABLE
AND CONNECTED TO THE
NEIGHBORHOOD.



BRAND COMPETITIVE SET

GLOBAL REVIEW INDEX SCORES (GRI) 2024 YTD

ROVE
HOTELS

95%

citizen
HOTELS

89%

25h

87.8%

W
HOTELS

91.9%

EDITION

88.2%

سنترو
CENTRO
Hotels

88.8%

H
Holiday Inn

89.2%

aloft
HOTELS

86.6%

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

60+ 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

INDEXDesign 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 milk from a stainless steel pitcher into a white ceramic mug with a red rim. She is standing behind a dark coffee counter in what appears to be a cafe or hotel lobby. The background is softly blurred, showing other people and interior decor.

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

67% HOTEL TEAM
NET PROMOTER SCORES

SUSTAINABILITY

HOW WE DO IT?

NO PLASTIC

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 highway with light trails from cars, several illuminated skyscrapers, and a large building in the foreground with the word 'ROVE' on its facade. A blue semi-transparent box with white text is overlaid on the left side of the image.

SOME OF OUR
PROJECTS...

ROVE



FLAGSHIP

ROVE CITY WALK

NO OF KEYS

566

TYPE

CITY



FLAGSHIP

ROVE LA MER BEACH

NO OF KEYS

366

TYPE

BEACHFRONT



ROVE

FLAGSHIP

ROVE EXPO CITY

NO OF KEYS

331

TYPE

EVENTS



PROJECT

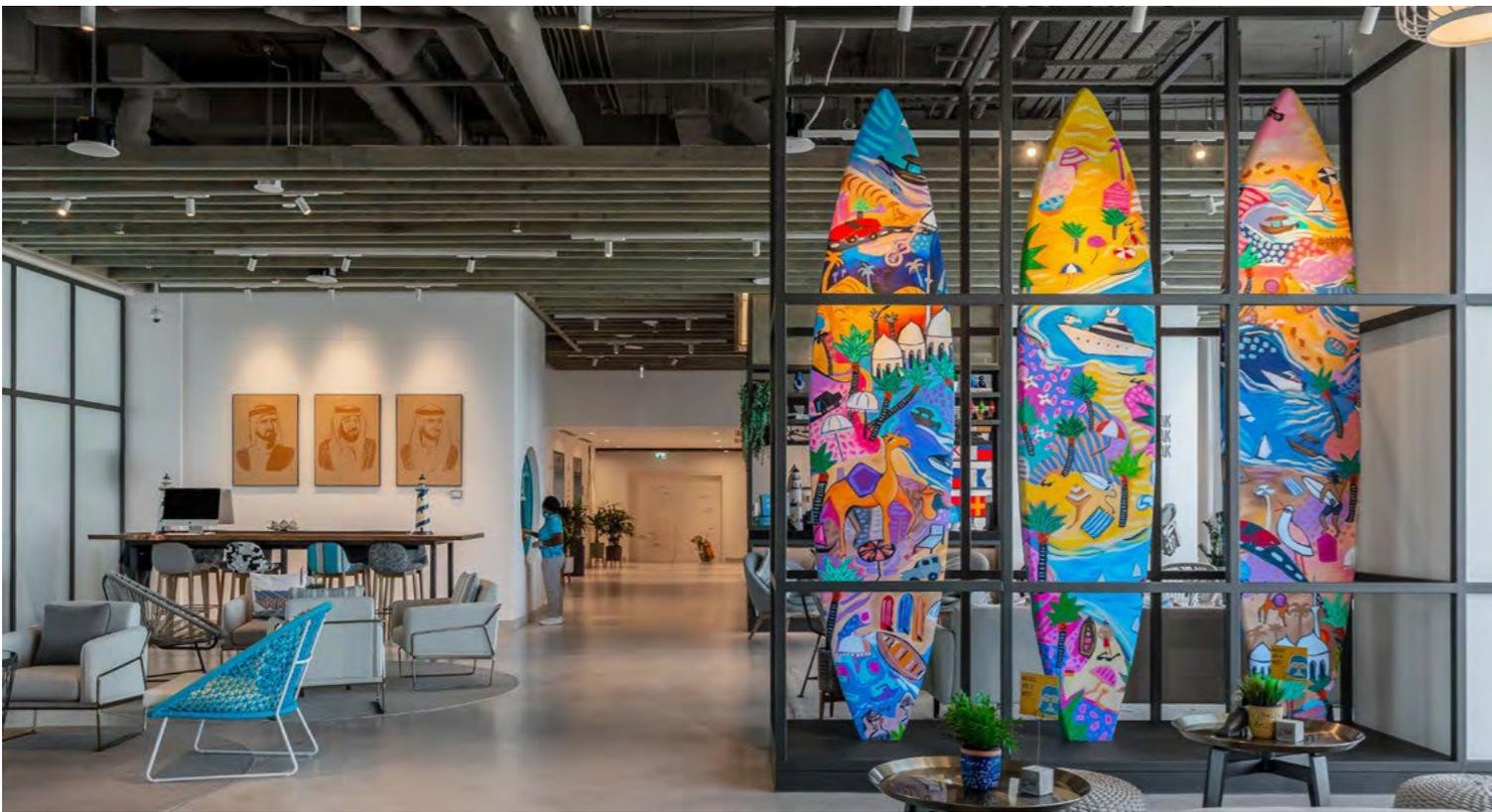
ROVE HOME DOWNTOWN

NO OF KEYS

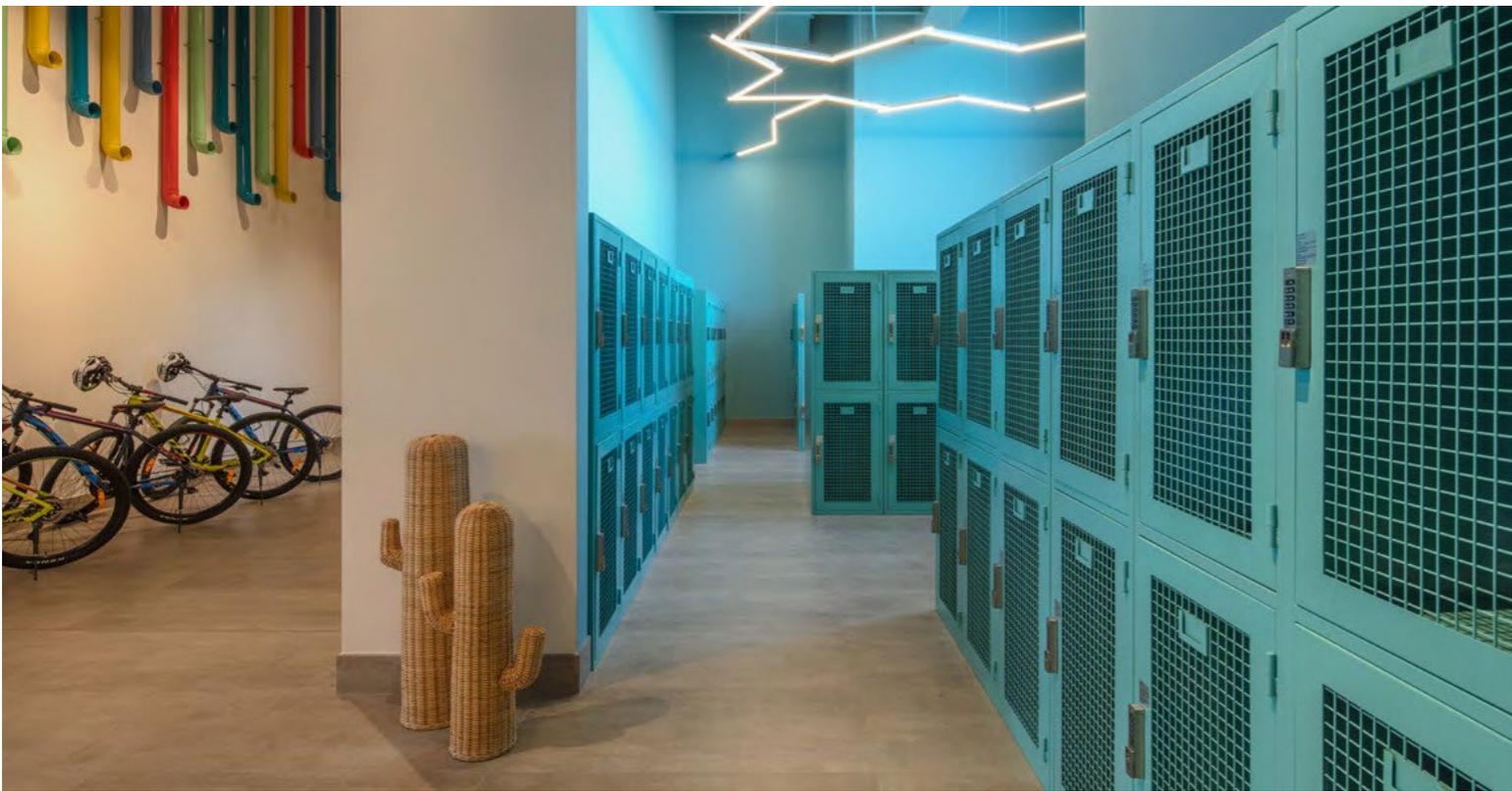
348 RESIDENCES

TYPE

CITY CENTRE



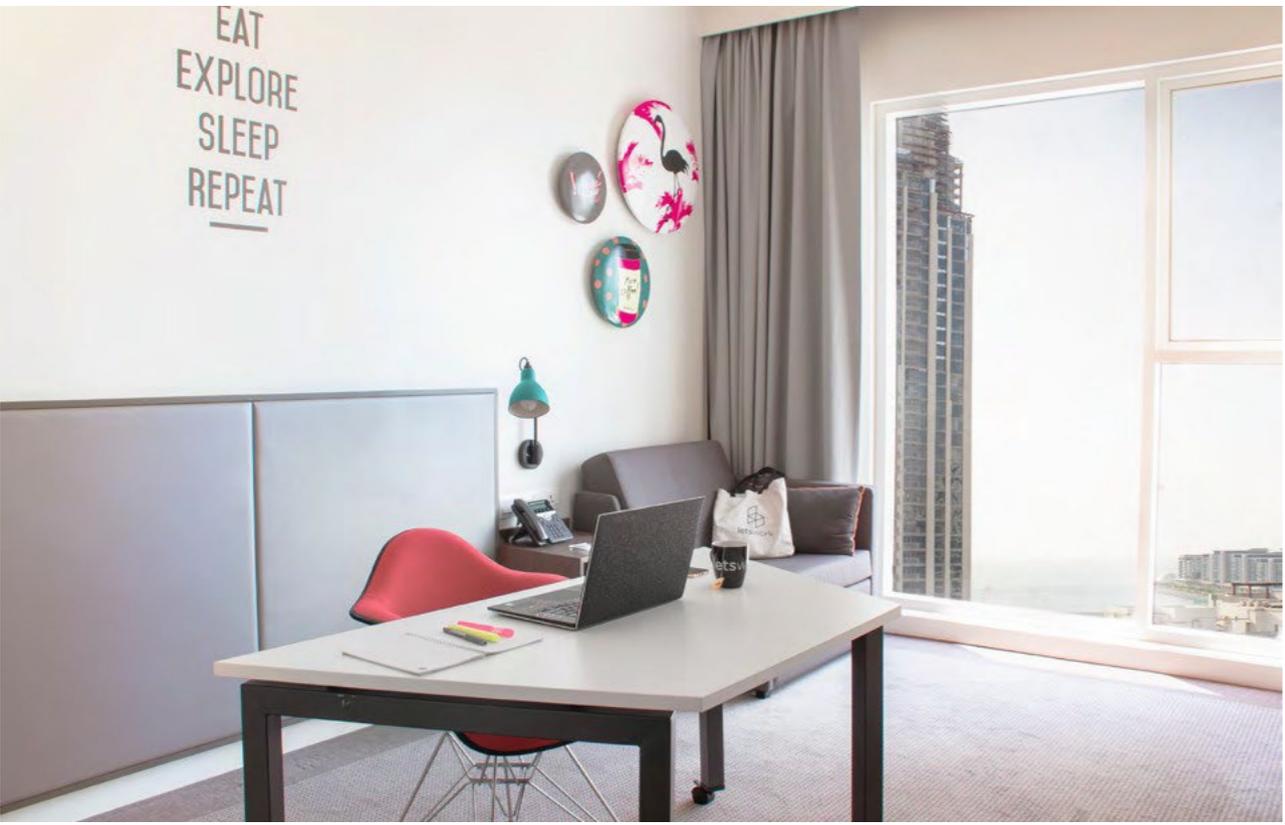




#SOCIALISE









ARE YOU READY TO #ROVE?

R O V E
H O T E L S