

WELCOME TO ROVE

EXPLORING WITHOUT BORDERS



ONE OF THE REGION'S
FASTEST-GROWING
HOSPITALITY BRANDS,
WITH A PORTFOLIO OF
HOTELS, RESIDENCES
AND OFFICE SPACES.

**BORN IN DUBAI,
ROVE IS A JOINT VENTURE
BETWEEN EMAAR PROPERTIES
AND DUBAI HOLDING.**



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





WHAT MAKES
US DIFFERENT

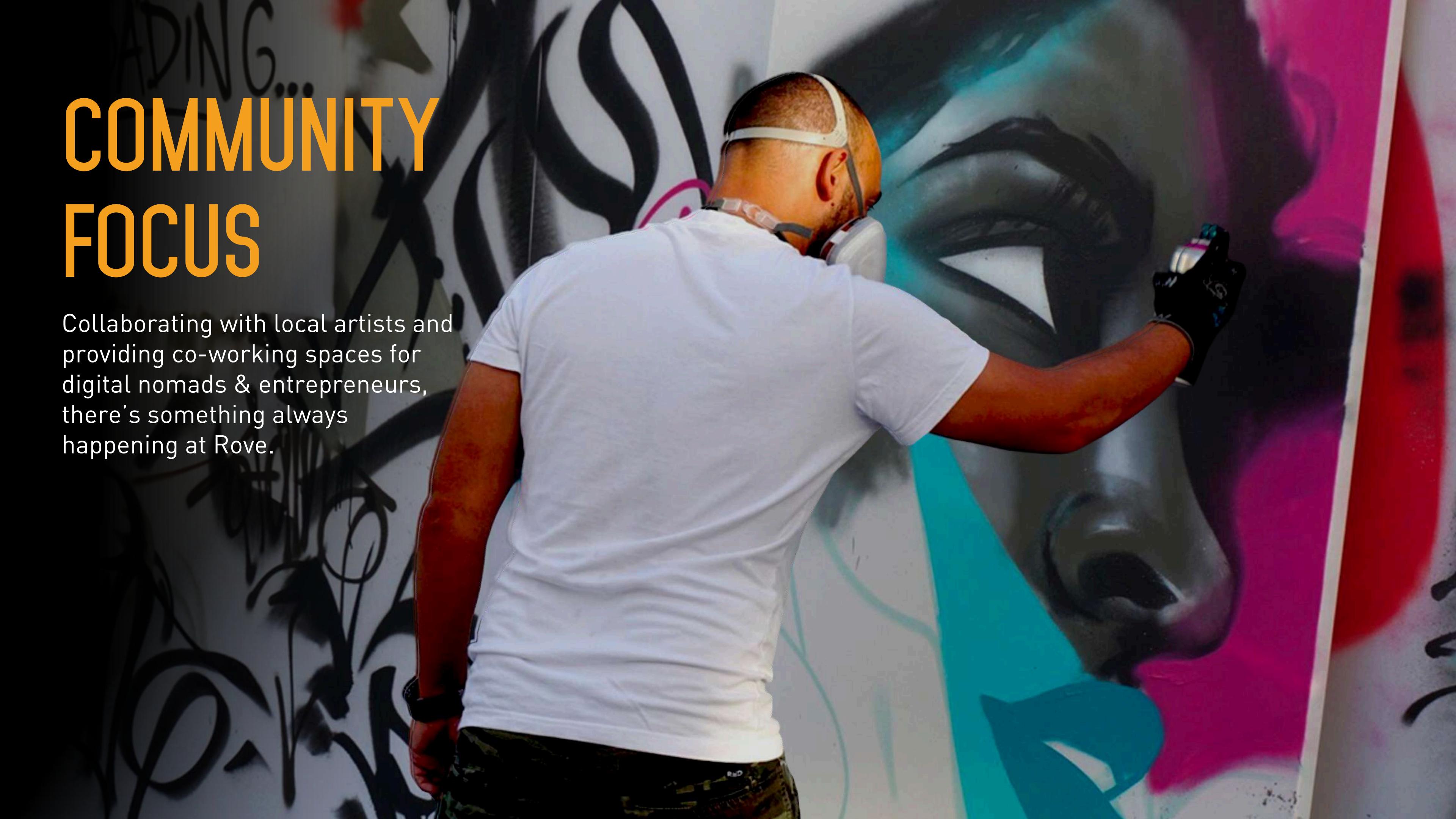
DESIGN

Our bold, contemporary interiors balance style and function, making spaces intuitive, efficient, and comfortable.



COMMUNITY FOCUS

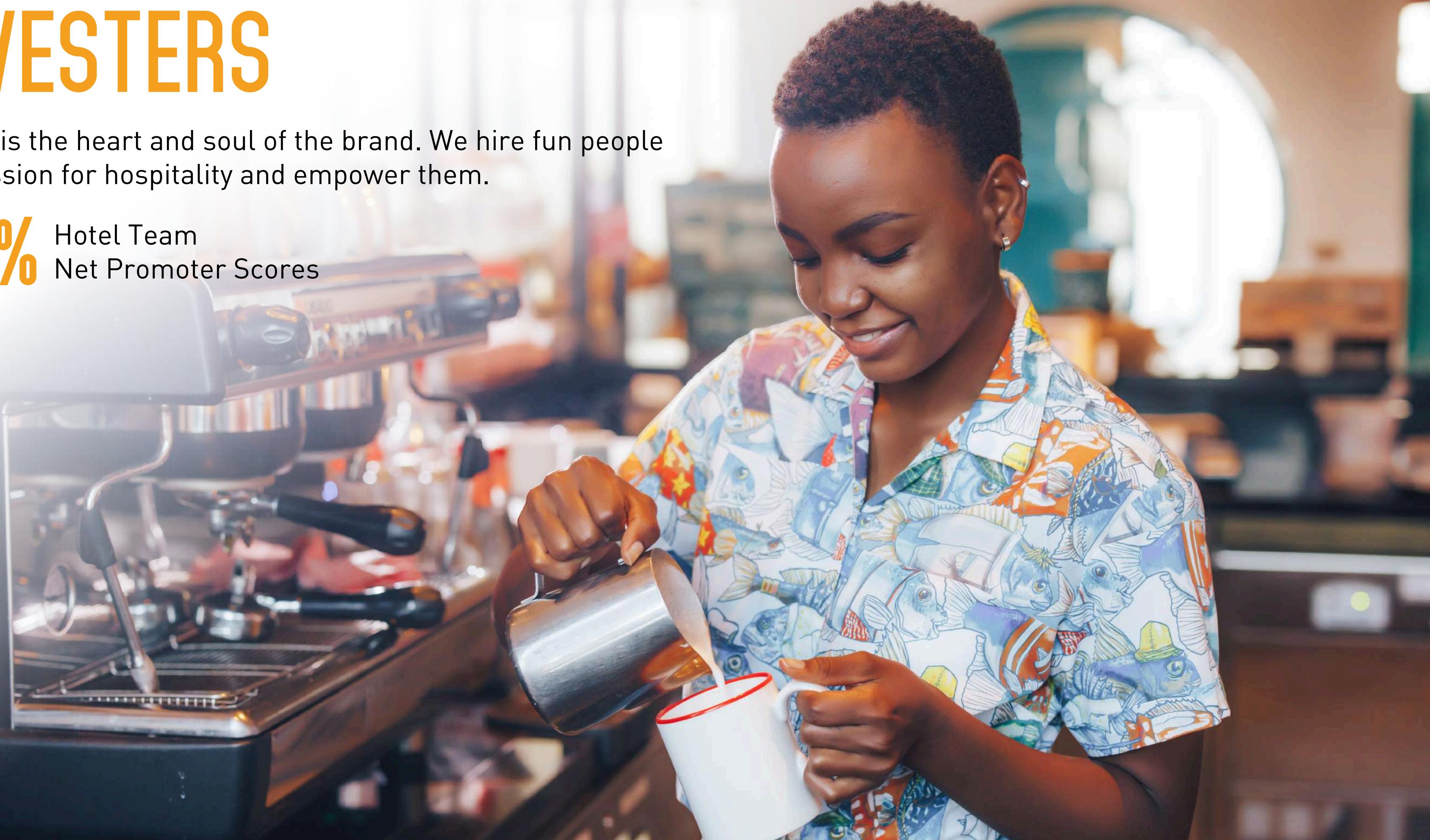
Collaborating with local artists and providing co-working spaces for digital nomads & entrepreneurs, there's something always happening at Rove.



ROVESTER

Our team is the heart and soul of the brand. We hire fun people with a passion for hospitality and empower them.

>60% Hotel Team
Net Promoter Scores



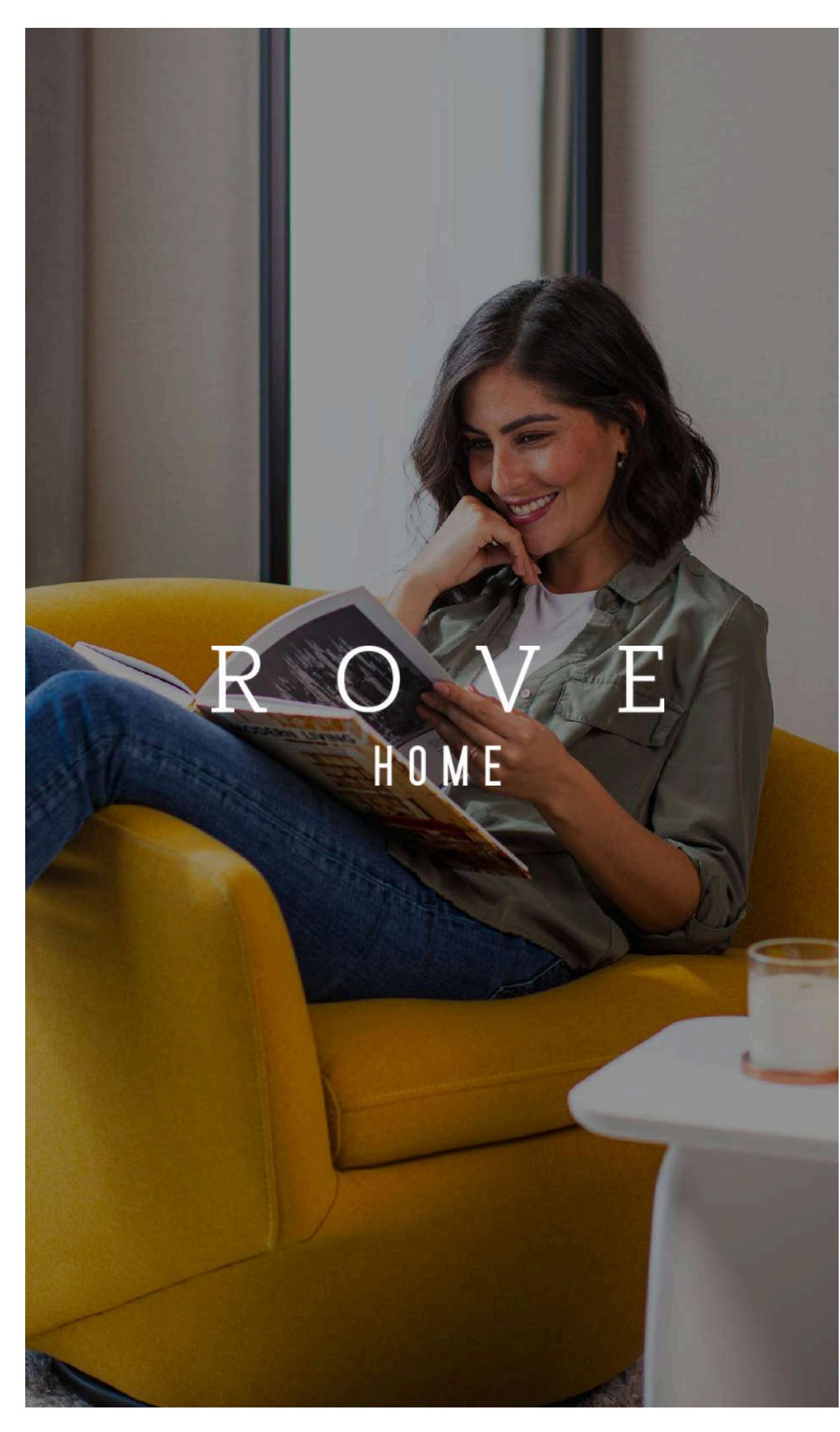
SUSTAINABILITY

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.





R O V E
HOME

OUR BRANDS



R O V E
HOTELS



HQ
by
R O V E



4,000 + HOTEL ROOMS
IN OPERATION

4,000 + ROOMS
IN PIPELINE

2,000 + BRANDED RESIDENCES
SOLD

ROVE HOTELS

Centrally located and stylish, Rove Hotels are the ideal base to explore the city and a social and cultural hub for international travellers and the local community.



THE ESSENTIALS



LATE CHECKOUT

Complimentary till 2pm



THE DAILY

All-day urban hangout



AMENITIES

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

BRAND COMPETITIVE SET

GLOBAL REVIEW INDEX SCORES (GRI) 2025 YTD

ROVE
HOTELS

95.1%



88.8%

EDITION[®]

88.9%



91.2%



88.6%



90.8%



92%



87.4%

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



BUSINESS MODEL

LIFESTYLE DESIGN

Focused on connecting public areas to the local community

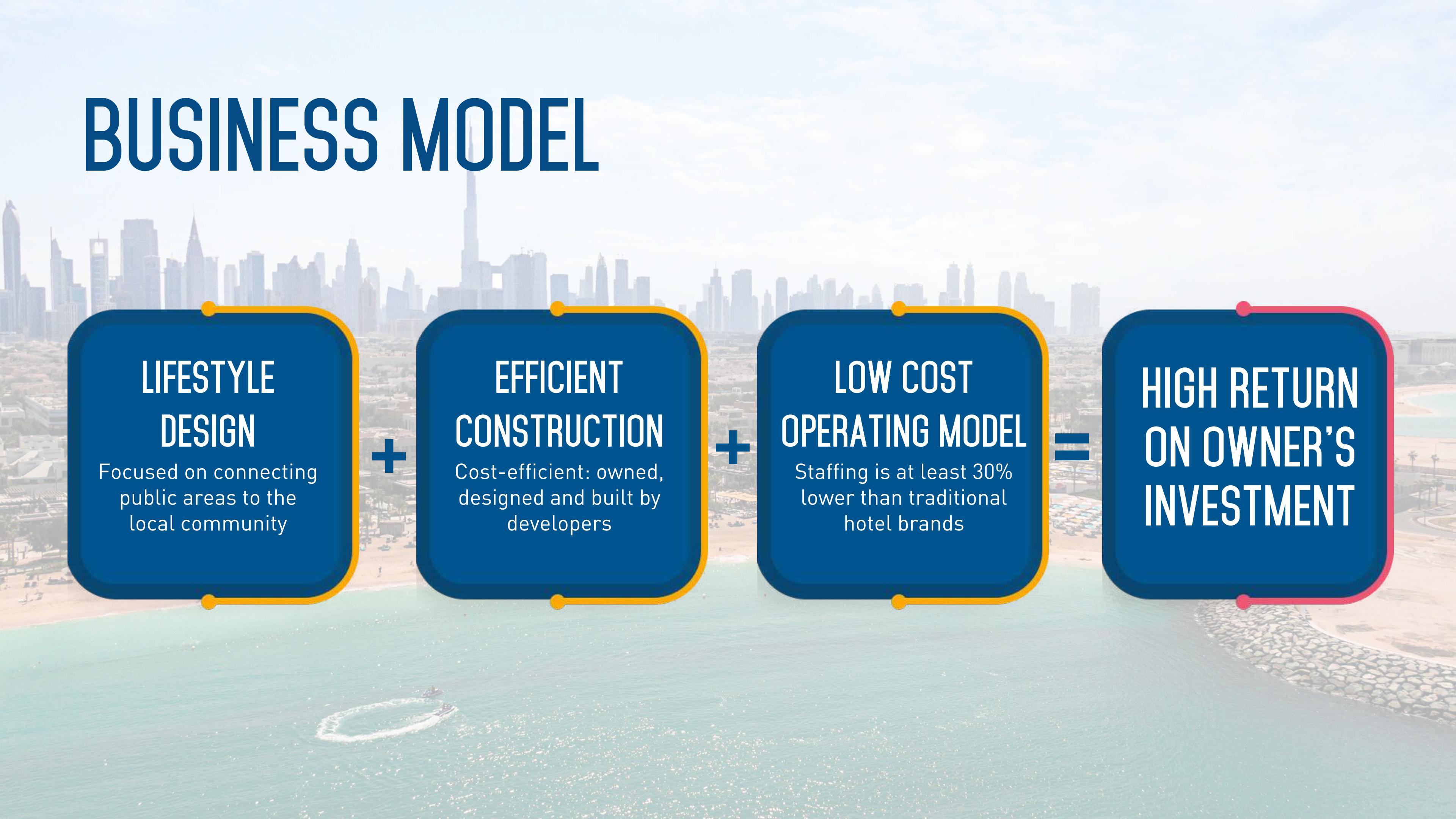
EFFICIENT CONSTRUCTION

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.



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 TEAMS

SOME OF OUR PROJECTS...





PROJECT
ROVE CITY WALK
TYPE
CITY
NO. OF KEYS
566



PROJECT
ROVE LA MER BEACH
TYPE
BEACHFRONT
NO. OF KEYS
366

PROJECT

ROVE AL MARJAN ISLAND

TYPE

BEACHFRONT

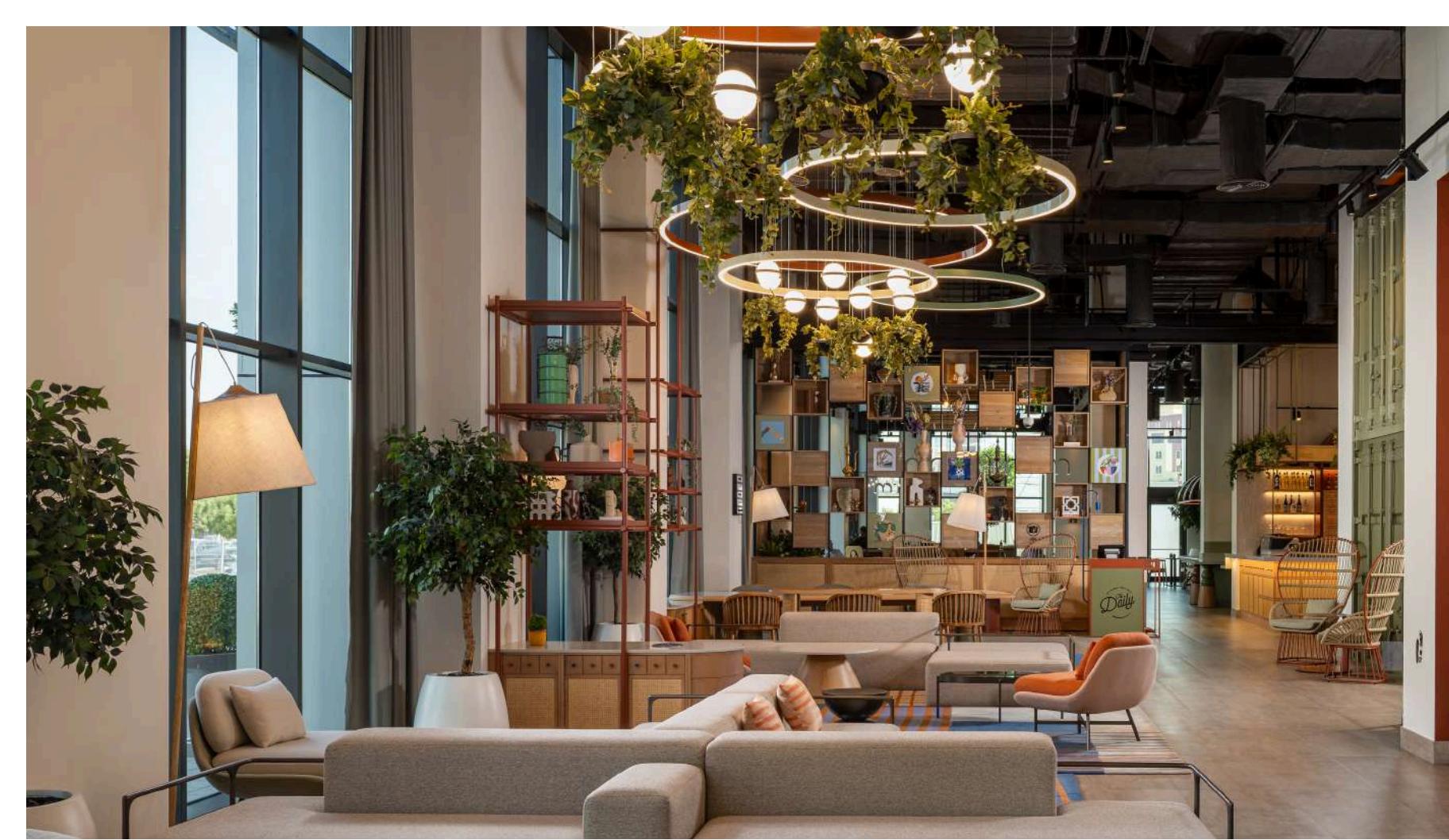
NO. OF KEYS

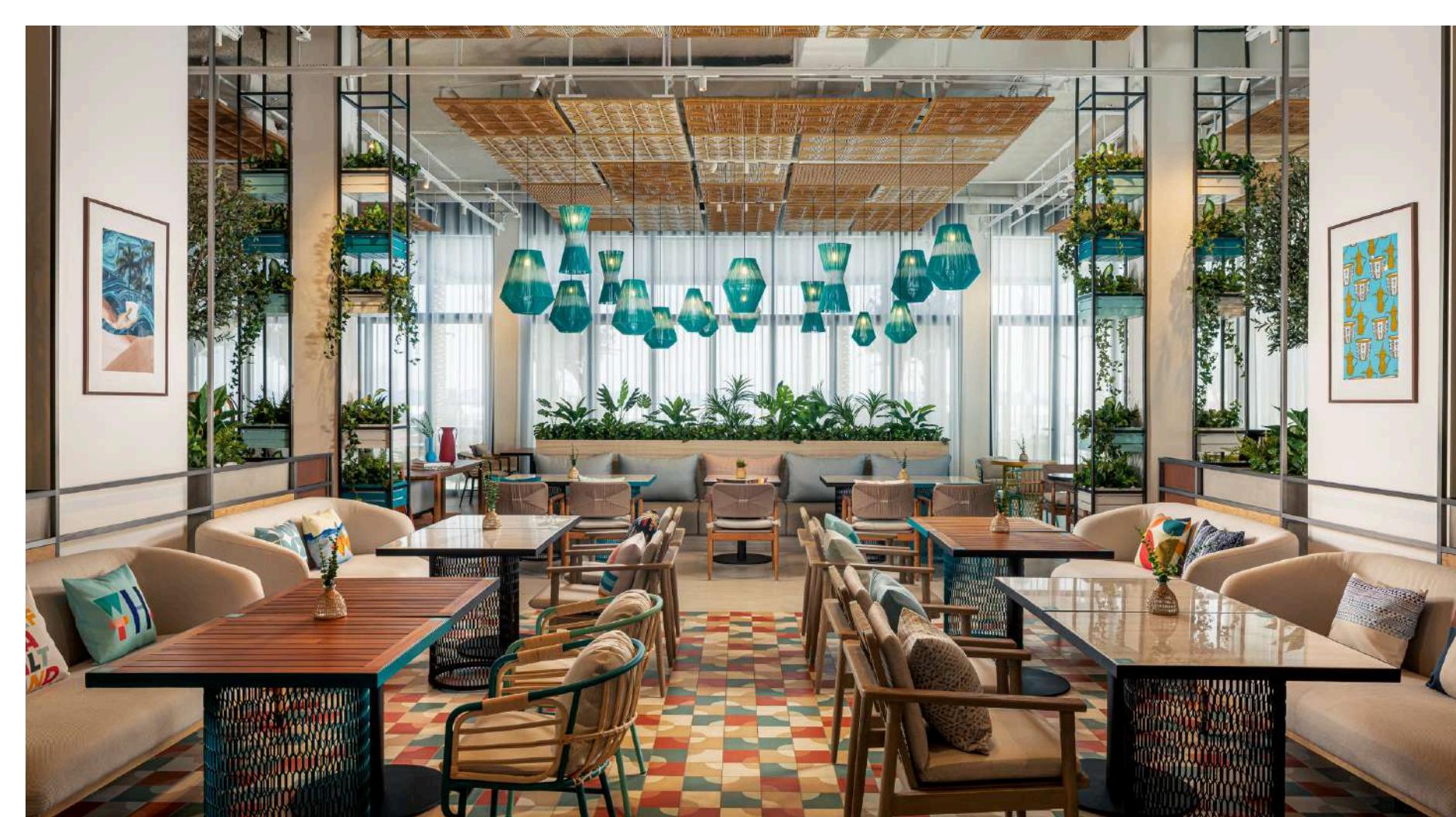
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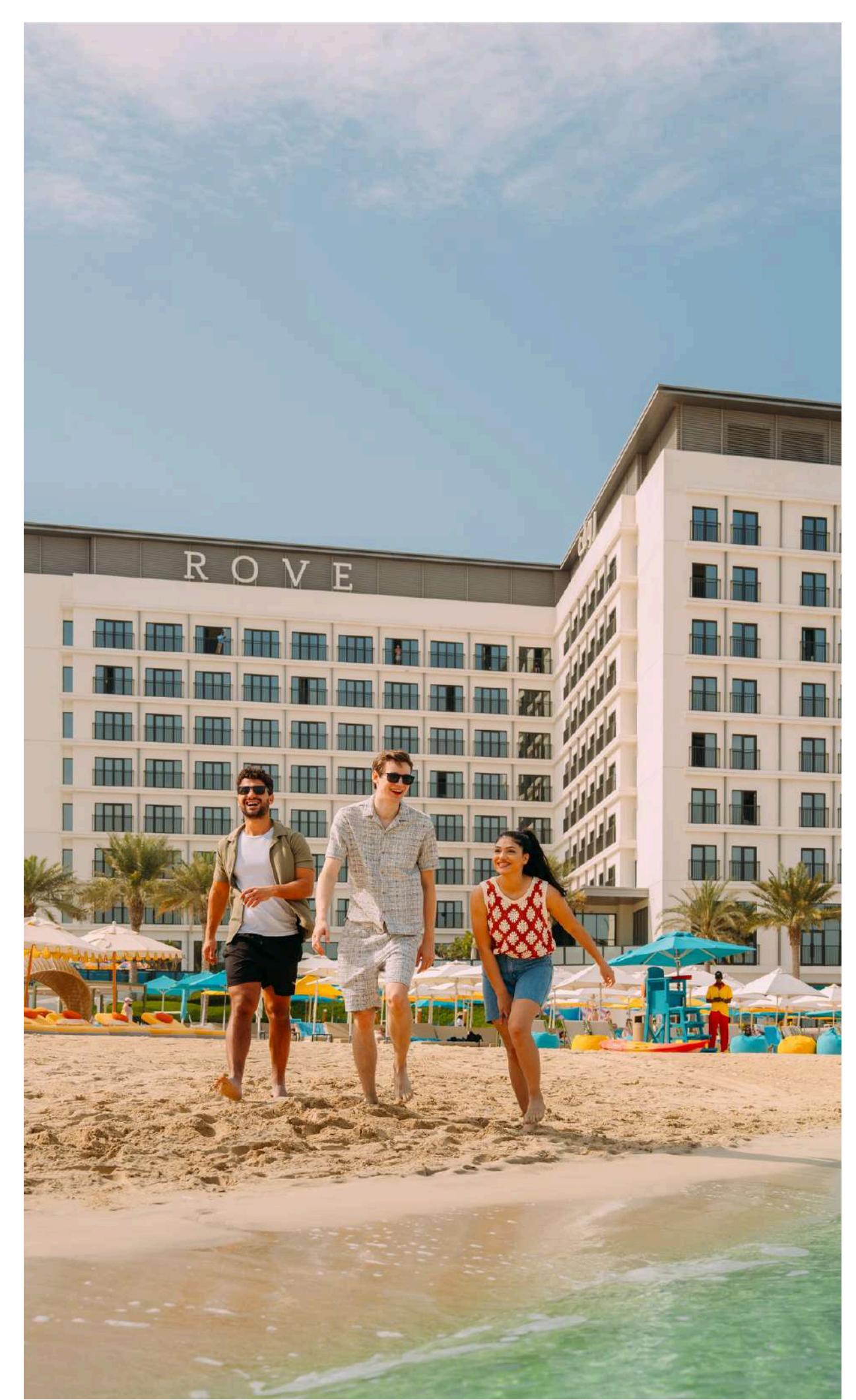


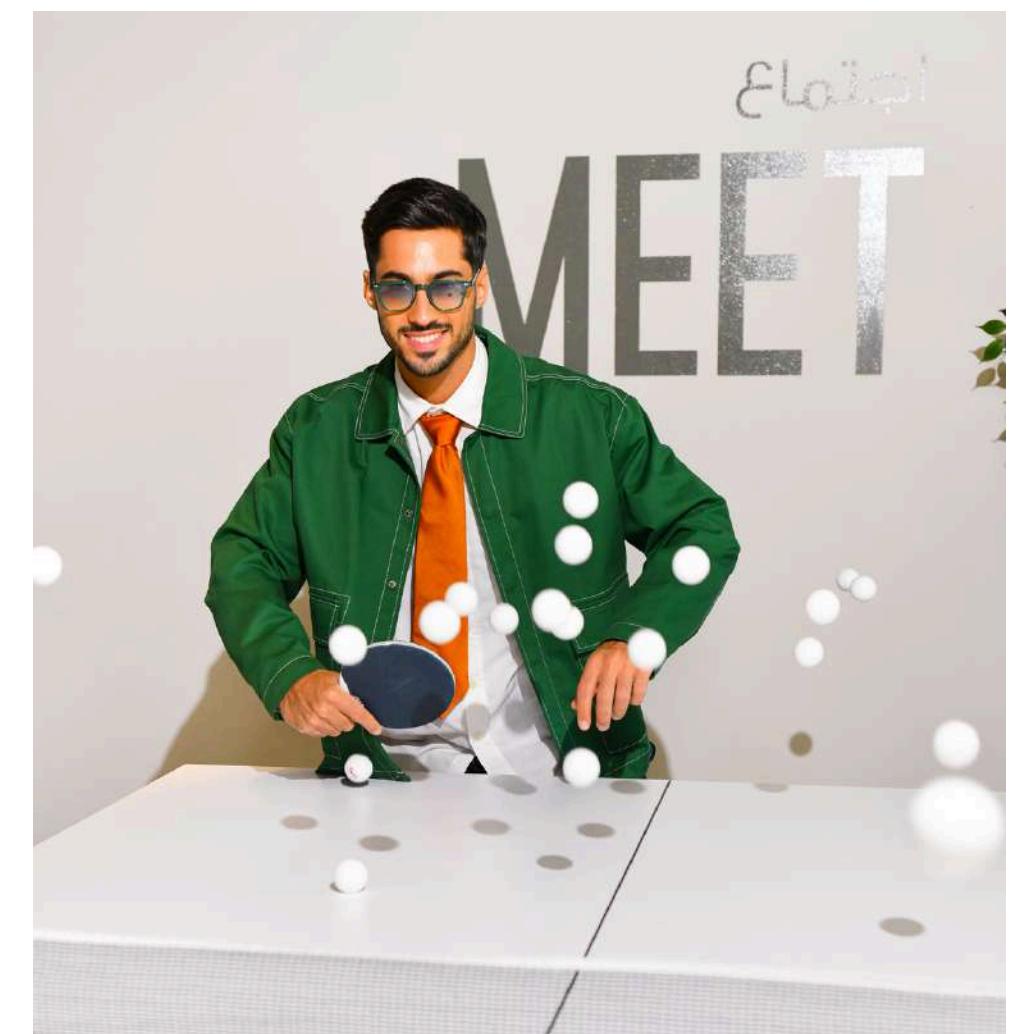
**PROJECT
ROVE EXPO CITY
TYPE
EVENTS
NO. OF KEYS
331**

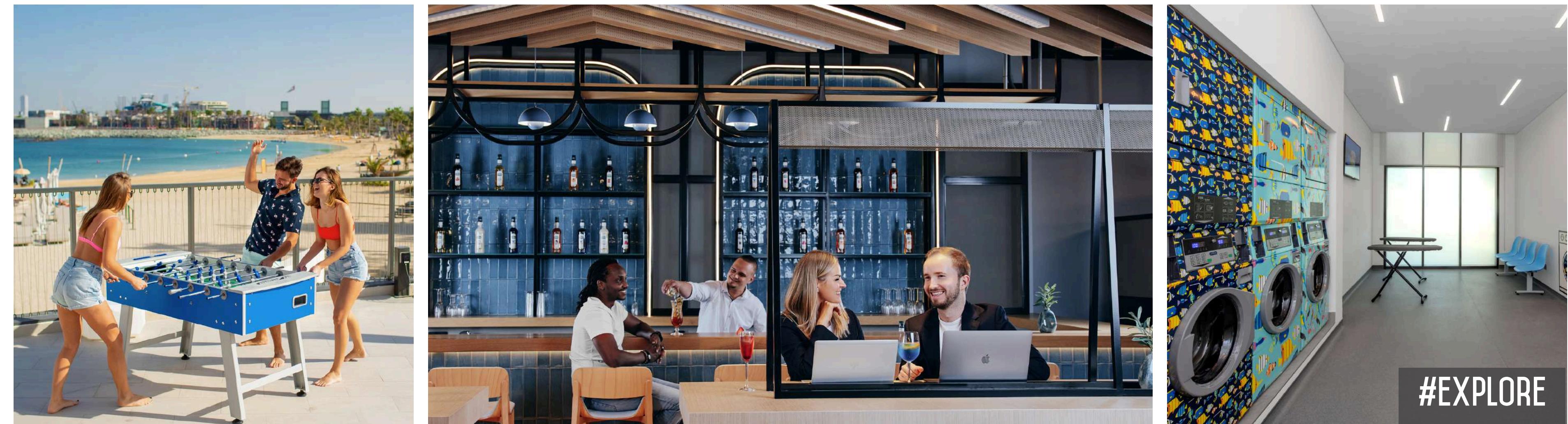




#DINE







#EXPLORE

ROVE HOME

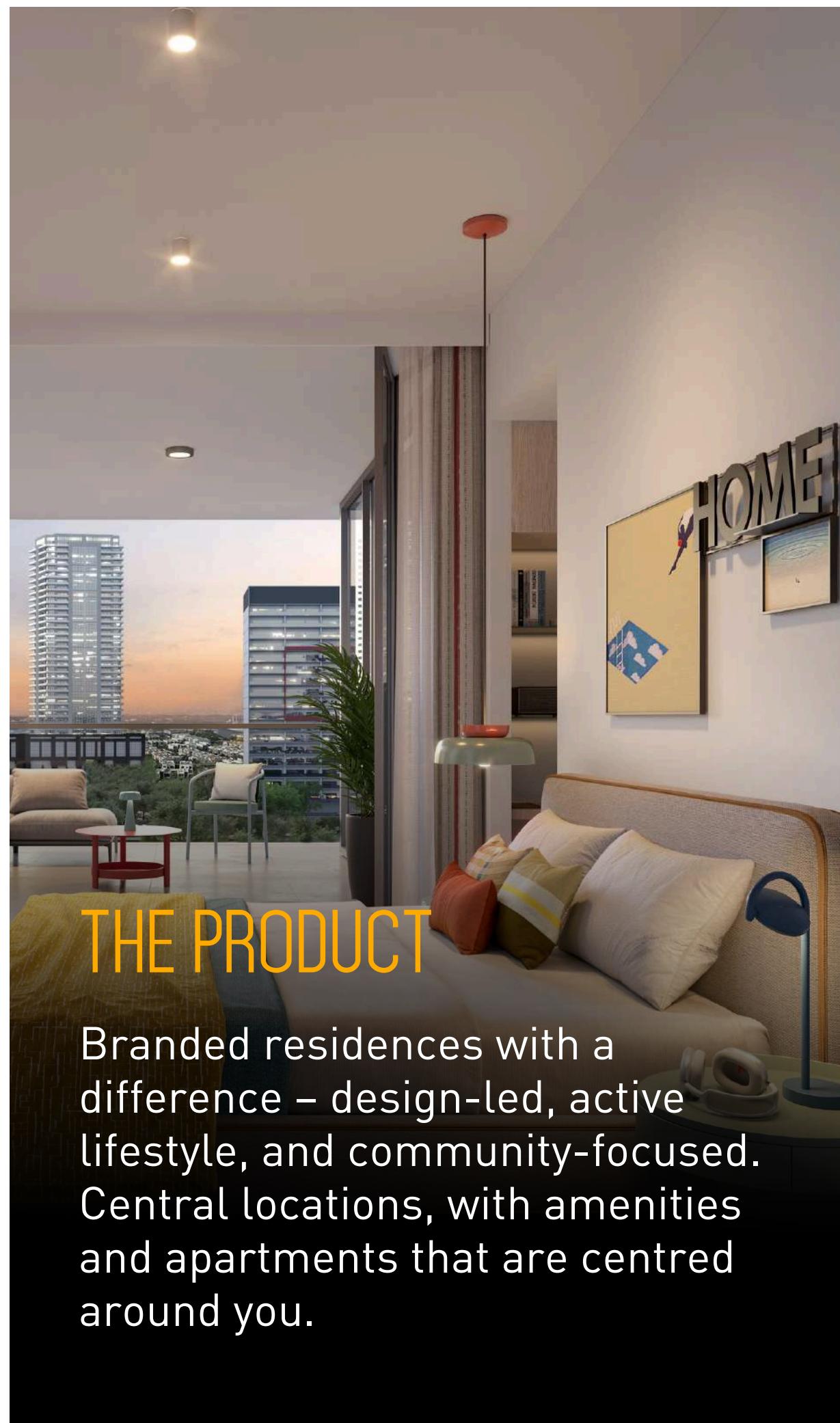
Rove Home branded residences offer apartments for sale in prime locations, designed for hassle-free living with uplifting interiors, thoughtful amenities and stylish comfort — ideal to live in and a smart long-term investment.



ARRIVING AT ROVE HOME'S DNA

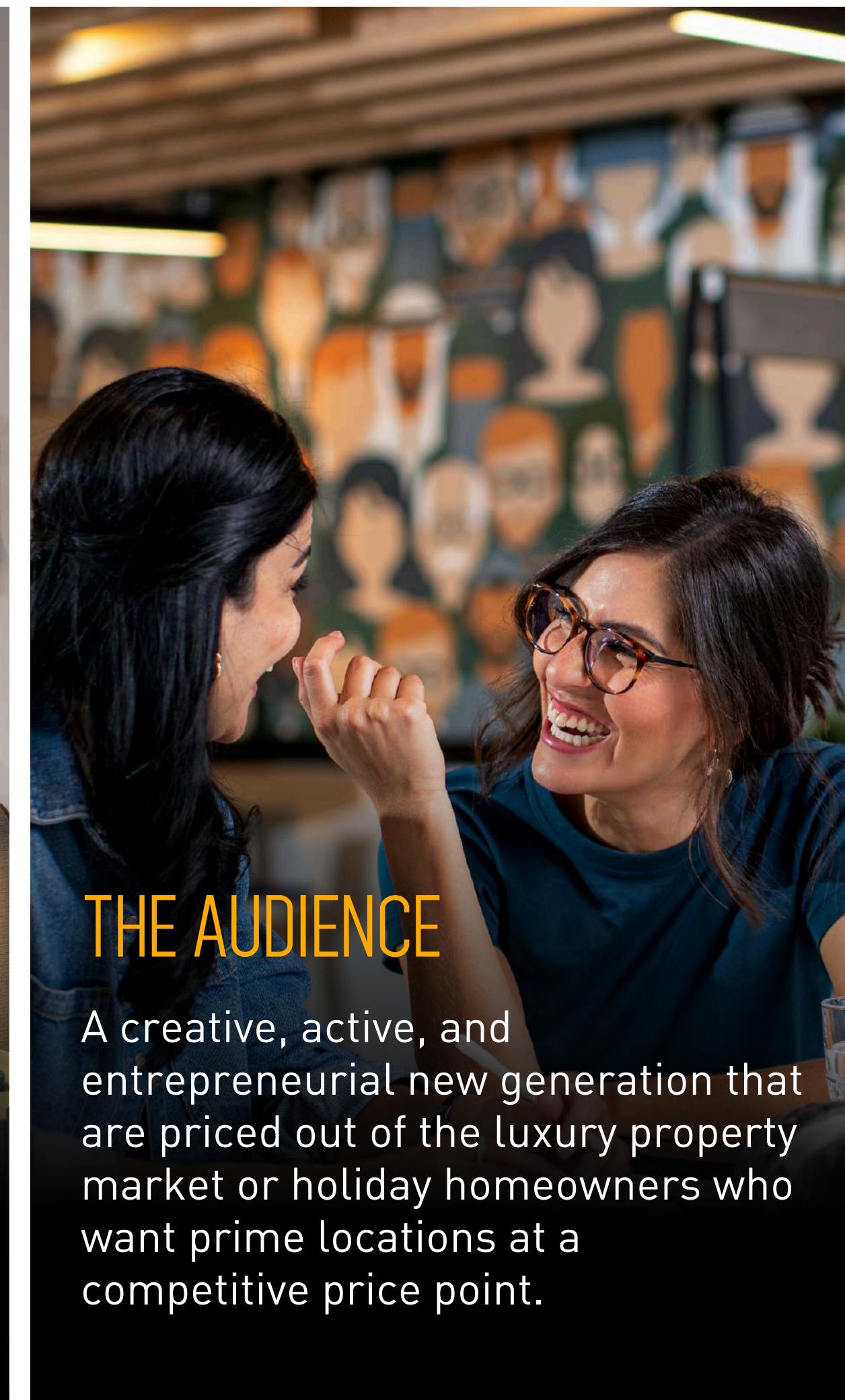
THE MARKET

Dominated by ultra-luxury branded residences or affordable ones in remote locations or not enough value/amenity focus.



THE PRODUCT

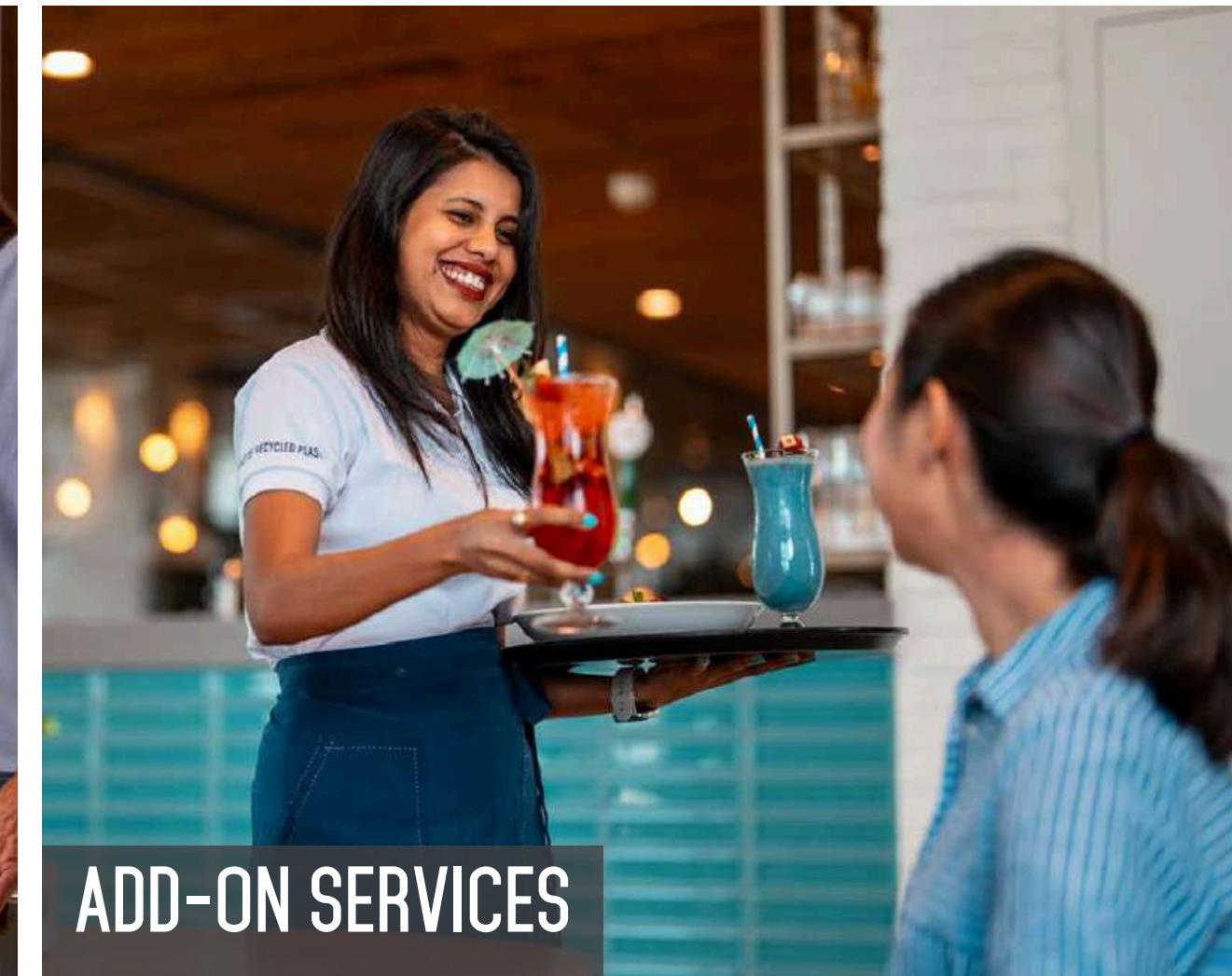
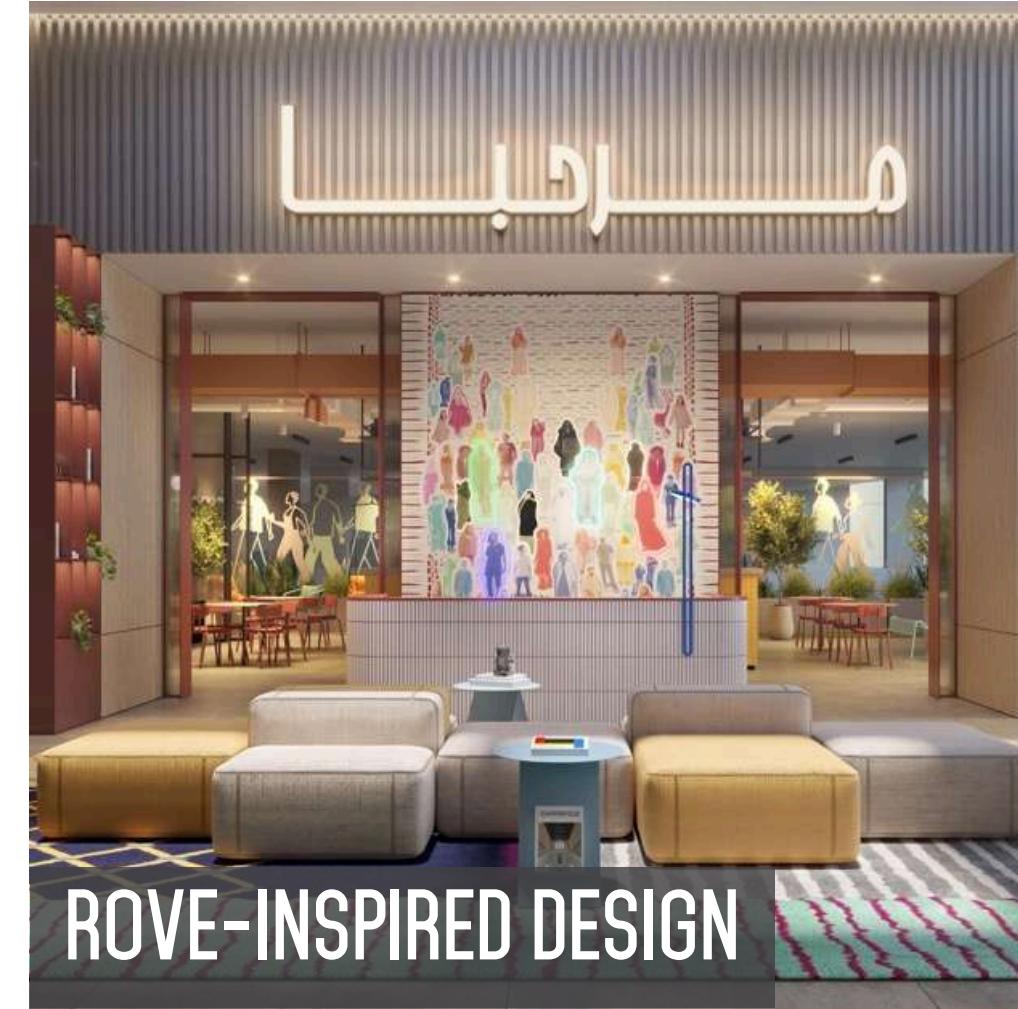
Branded residences with a difference – design-led, active lifestyle, and community-focused. Central locations, with amenities and apartments that are centred around you.



THE AUDIENCE

A creative, active, and entrepreneurial new generation that are priced out of the luxury property market or holiday homeowners who want prime locations at a competitive price point.

WHAT MAKES A ROVE HOME?





PROJECT
ROVE HOME DOWNTOWN
TYPE
STUDIO, 1& 2 BEDROOMS
NO. OF UNITS
348



PROJECT

ROVE HOME DUBAI MARINA

TYPE

STUDIO, 1 & 2 BEDROOMS, LOFTS

NO. OF UNITS

679



PROJECT
ROVE HOME MARASI DRIVE
TYPE
STUDIO, 1 & 2 BEDROOMS
NO. OF UNITS
809

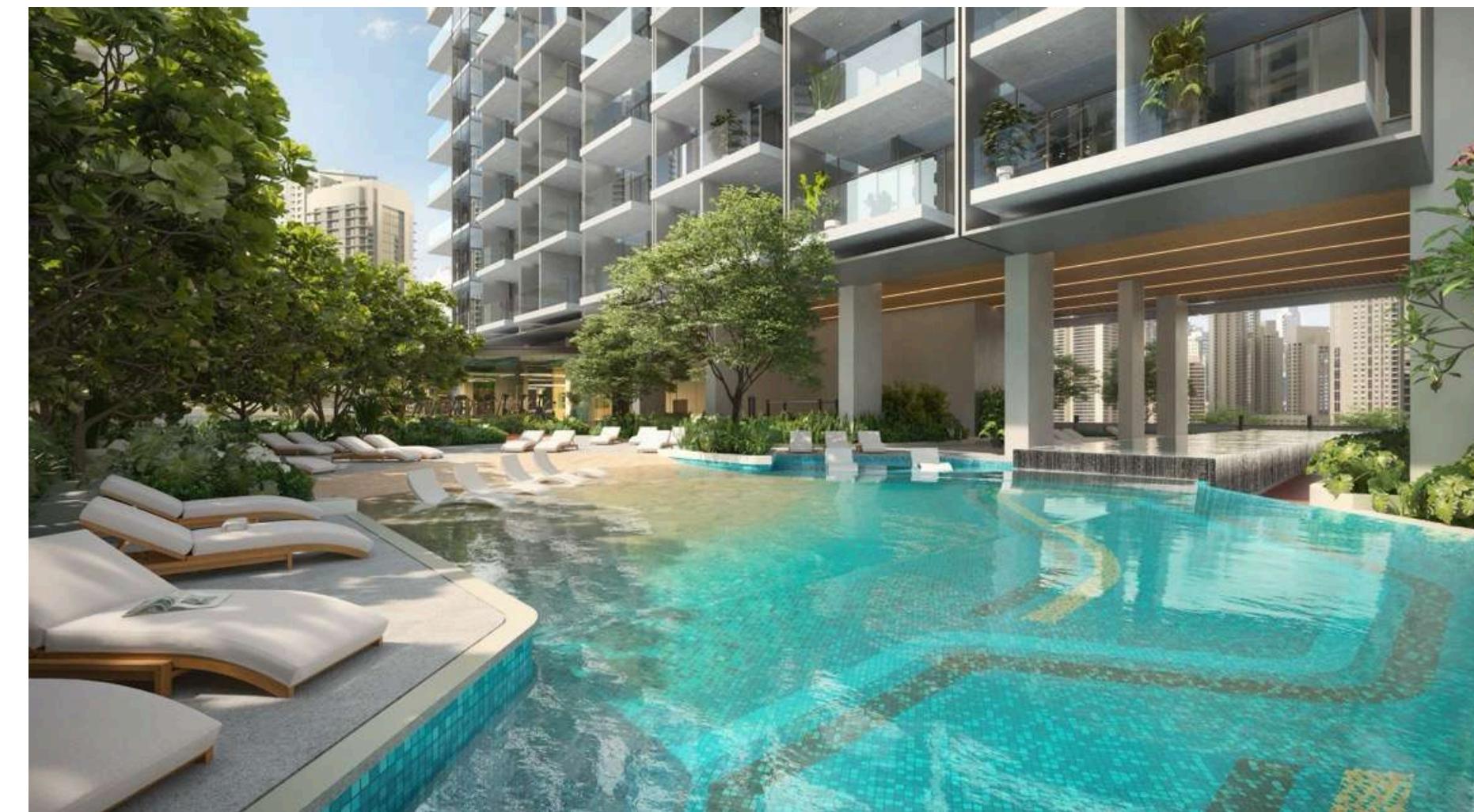
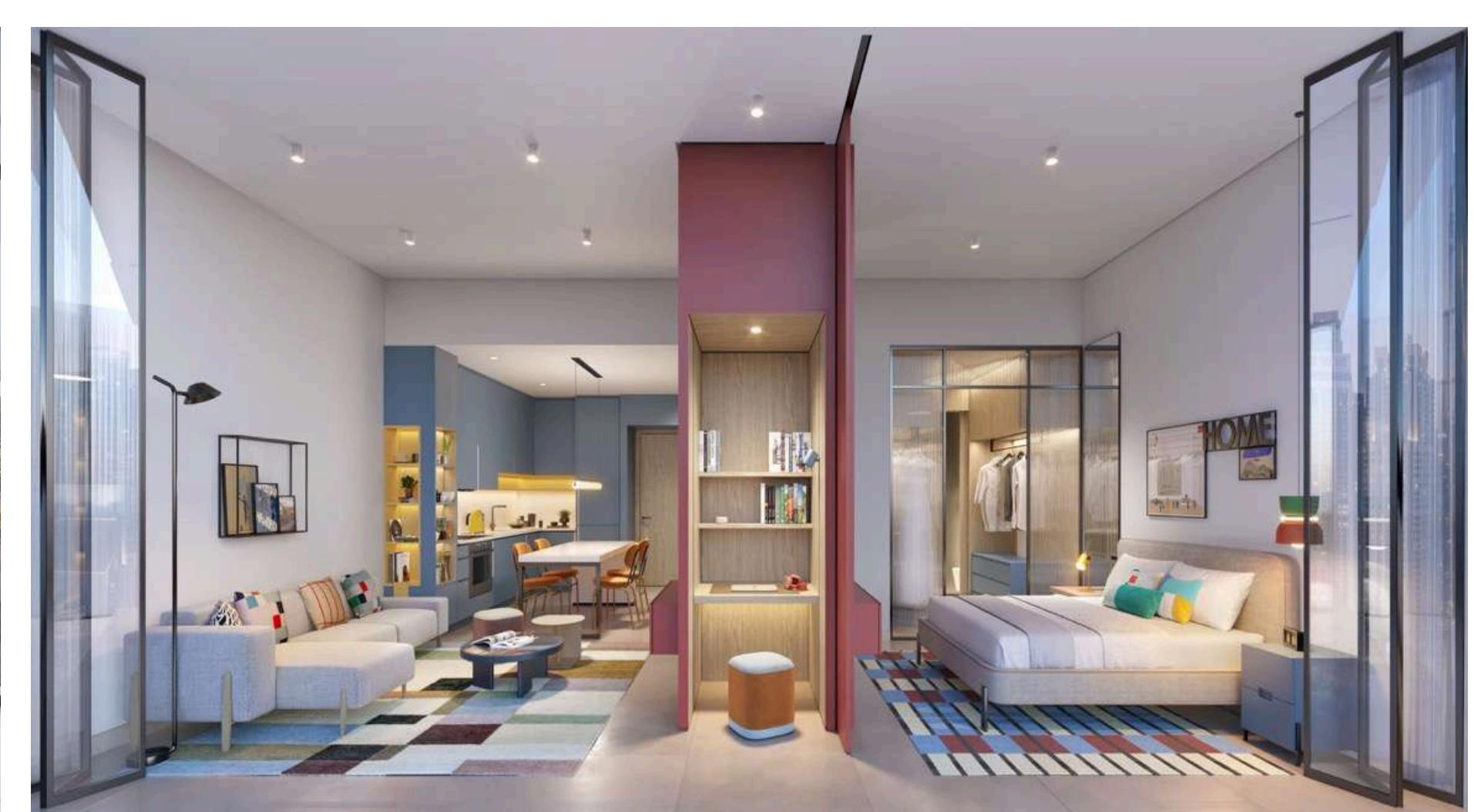


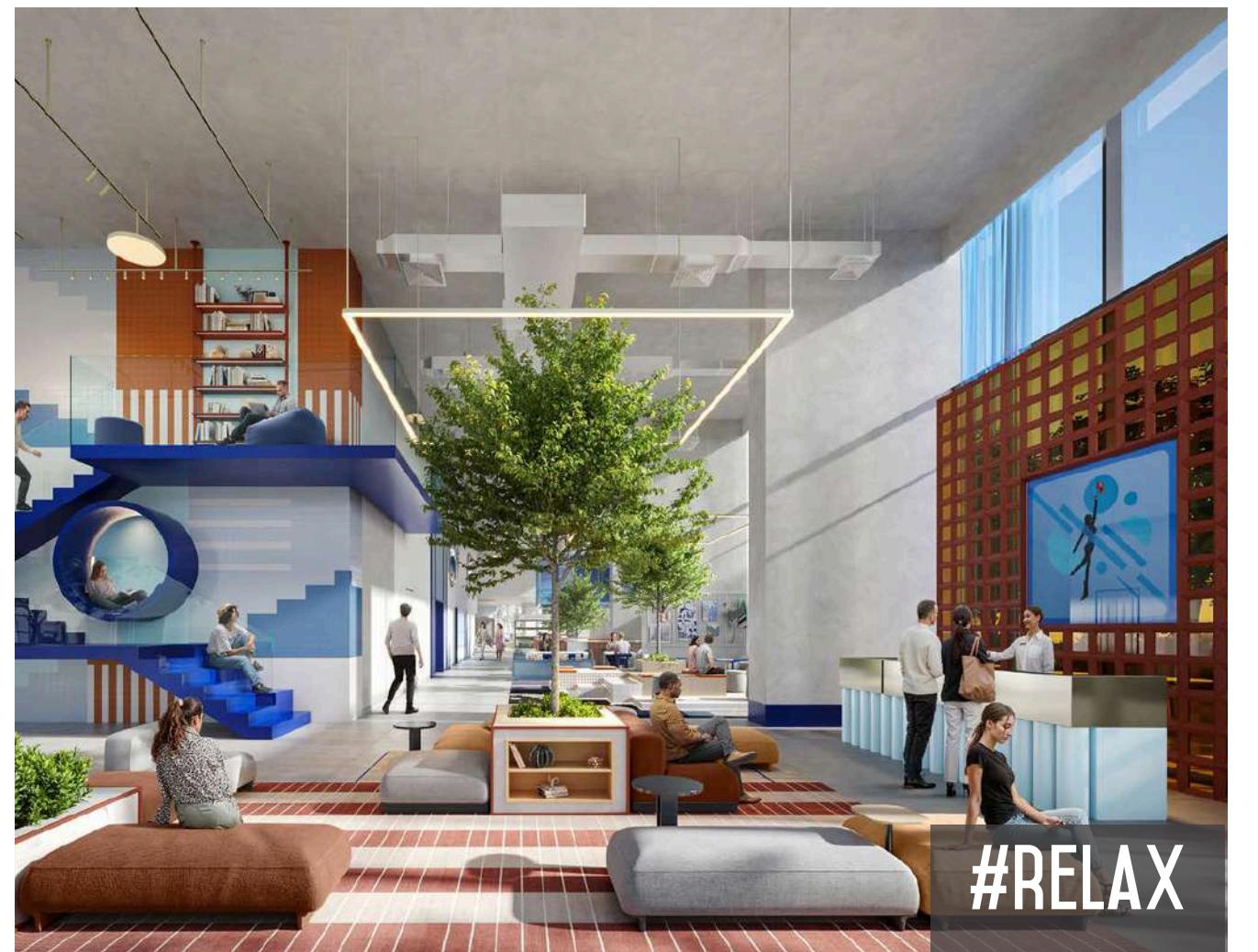
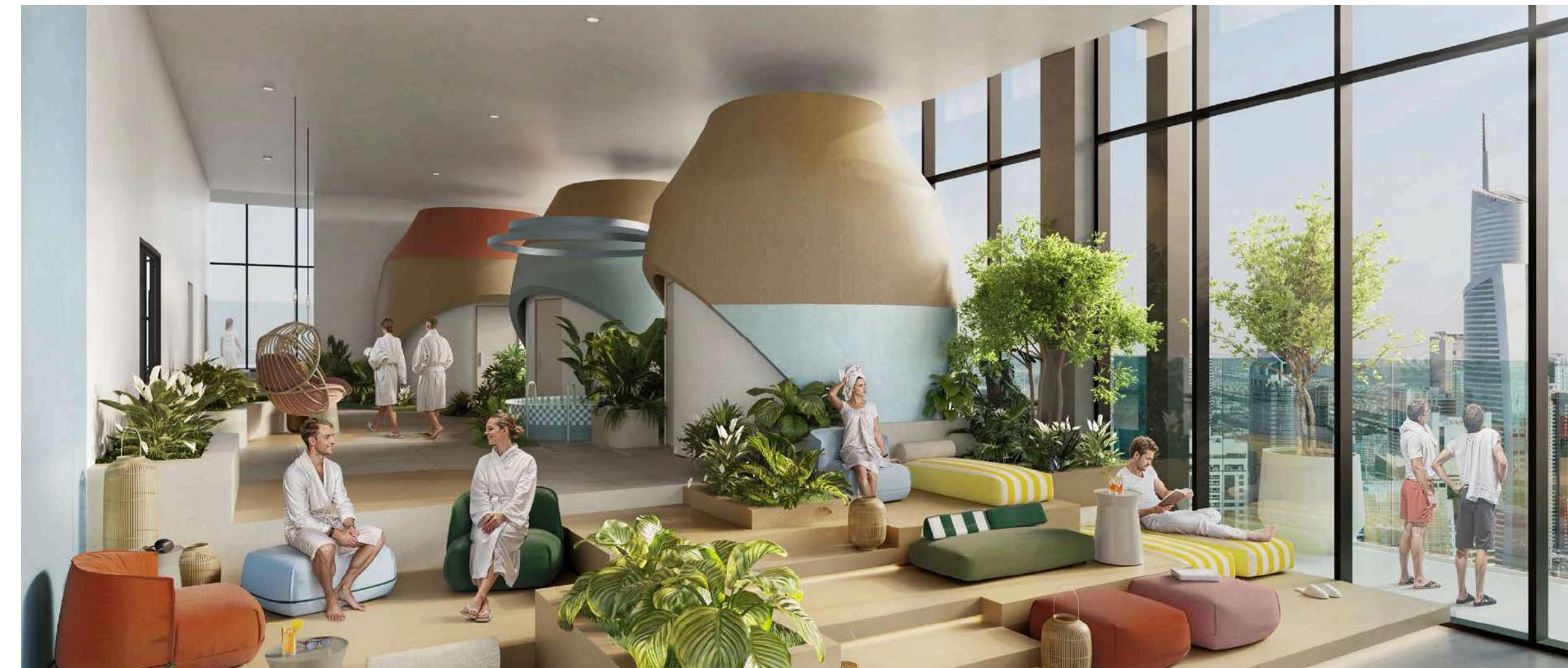
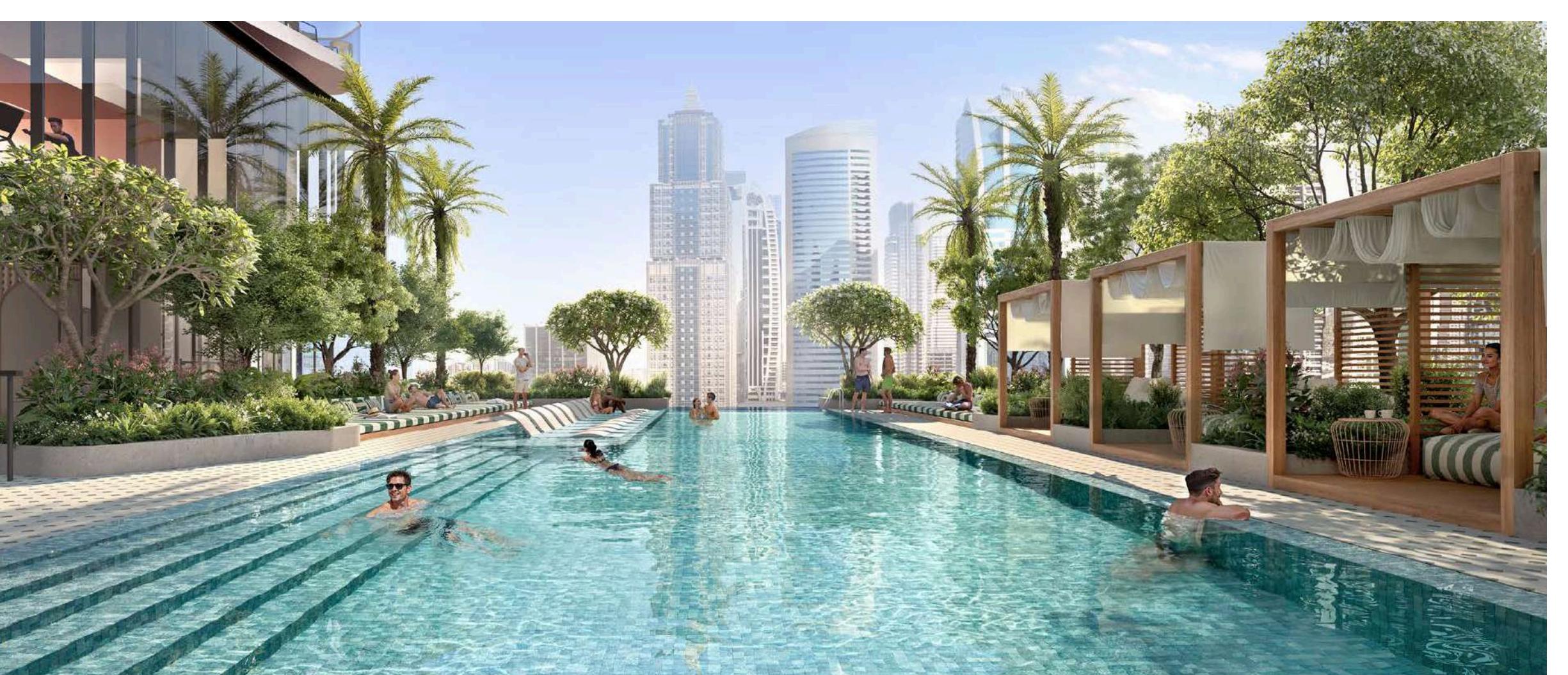
PROJECT
ROVE HOME ALJADA, SHARJAH
TYPE
1, 2 & 3 BEDROOMS
NO. OF UNITS
306



PROJECT
ROVE HOME MEYDAN HORIZON
TYPE
1 & 2 BEDROOMS
NO. OF UNITS
190







#RELAX

HQ BY ROVE

HQ by Rove is the first hospitality-led office space for sale – fully furnished, smart-equipped, and built with modular layouts for teams of all sizes.

It's the future of flexible work, designed as a community-first hub where work culture evolves – not just exists.



WHAT HQ BY ROVE STANDS FOR

MODULAR SPACES

for every team size

FULLY-SERVICED OFFICES

for ultimate business
convenience

CENTRAL LOCATIONS

at the heart of it all

COMMUNITY

that brings it all
together effortlessly

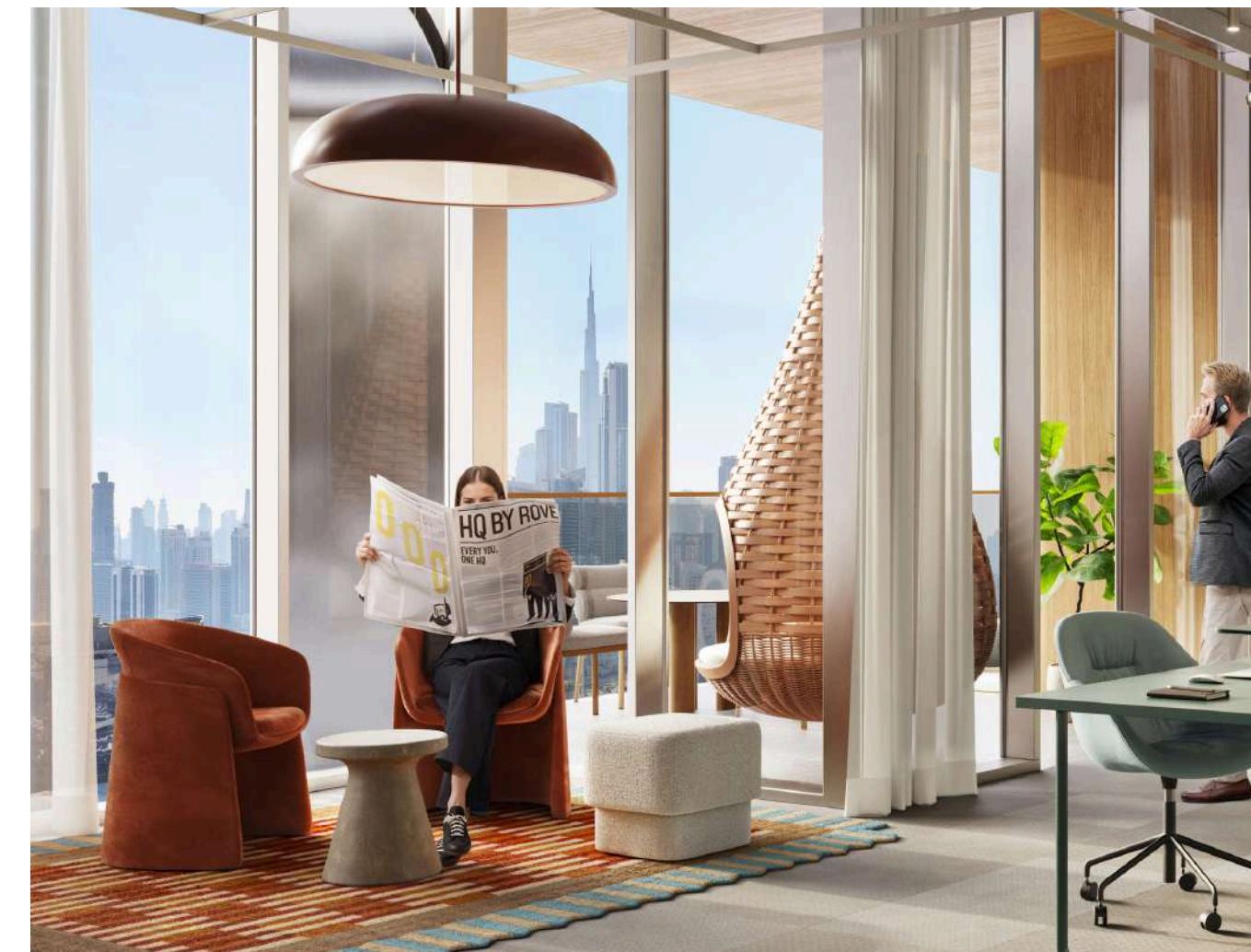
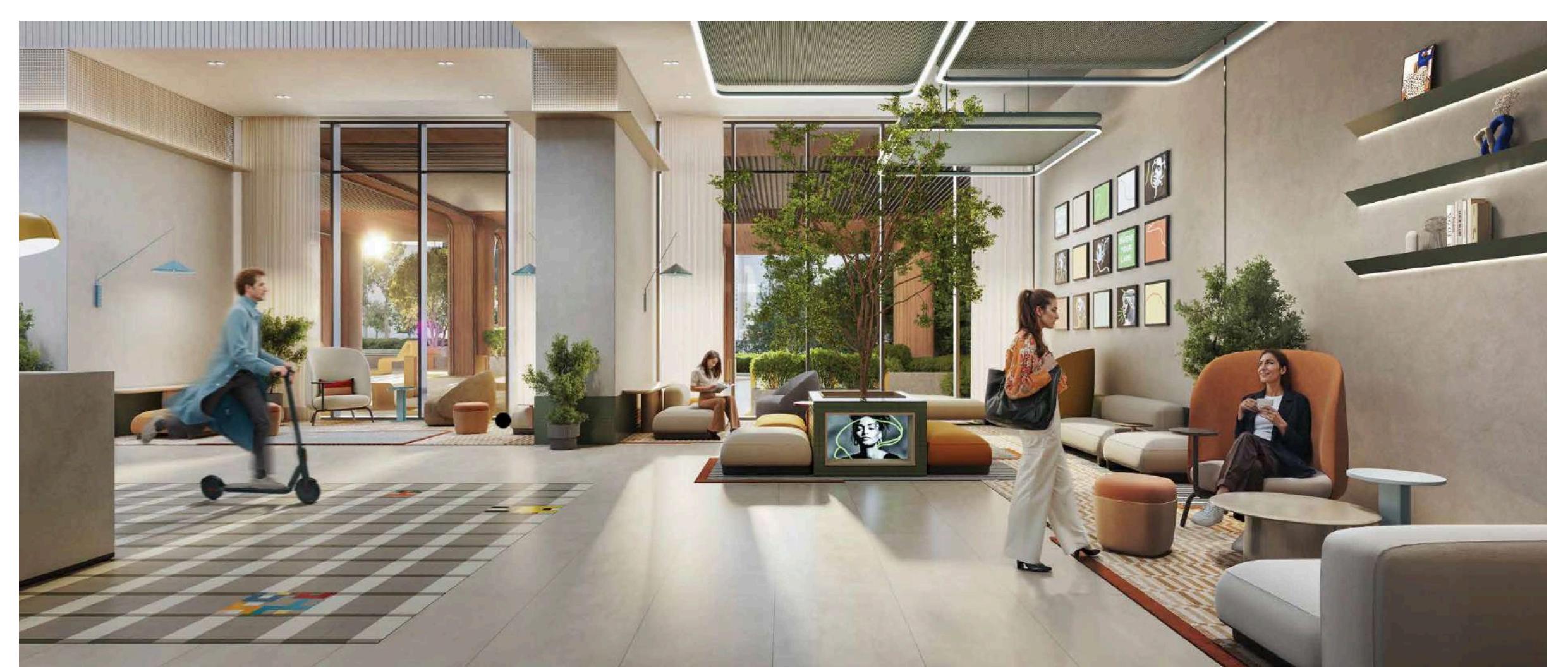
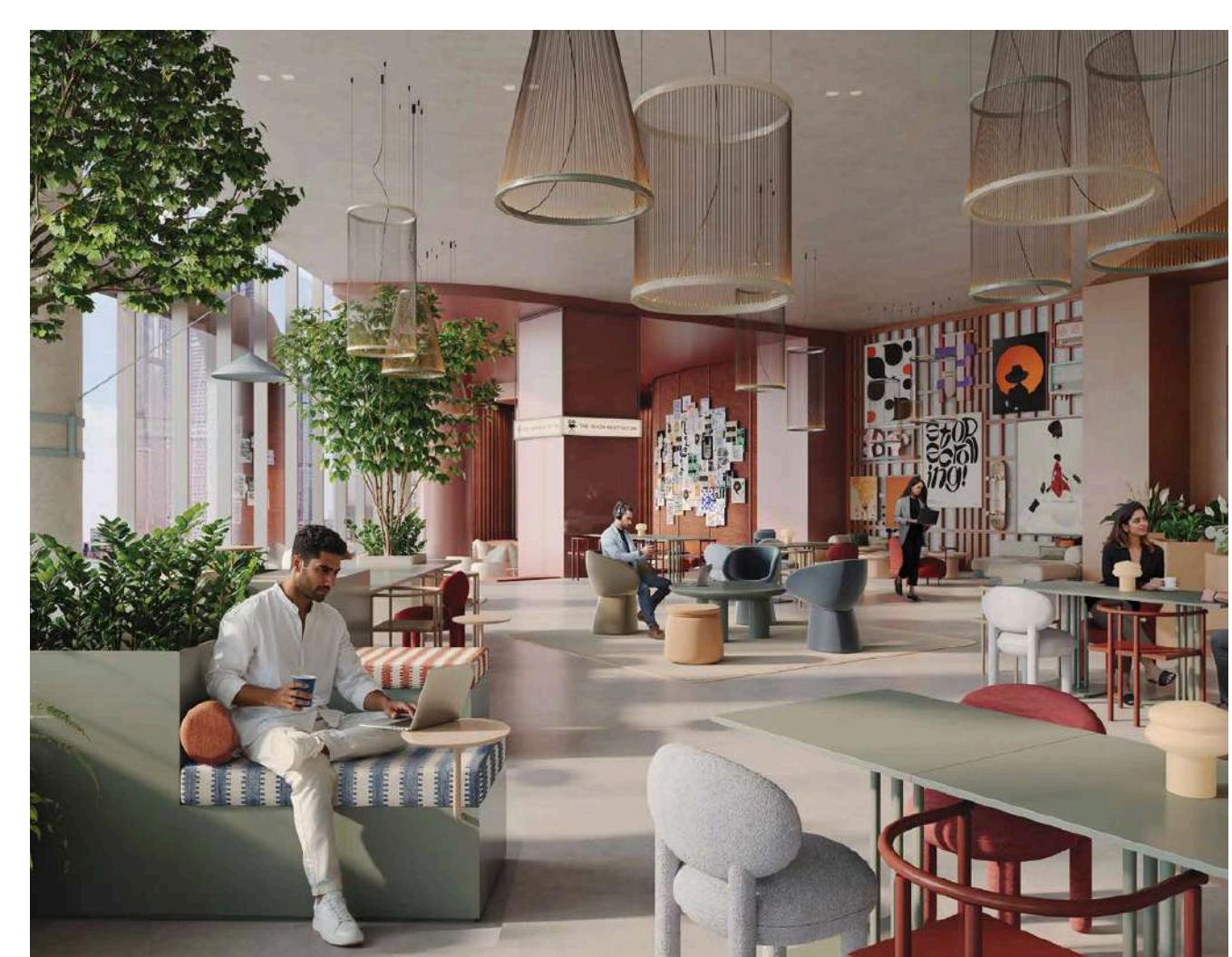
FULLY-FITTED & FURNISHED

spaces that
spark action

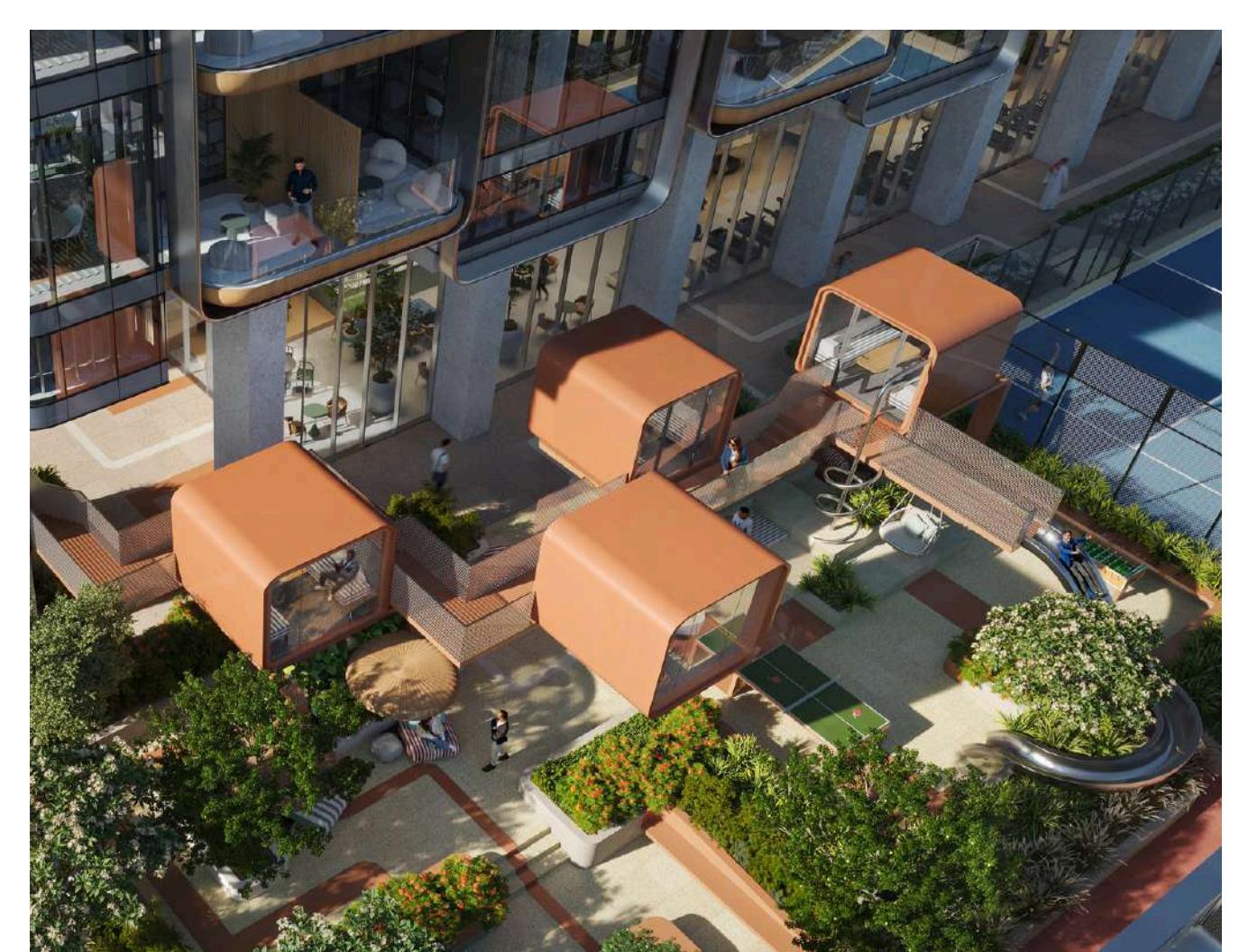
ROVE-INSPIRED DESIGN

that feels effortless to work in





#WORK





PROJECT

HQ BY ROVE MARASI BAY

TYPE

MODULAR OFFICES, LOFTS

NO. OF UNITS

375 UNITS

ARE YOU READY TO #ROVE?

For development enquiries, please contact:
development@rovehotels.com

R O V E
H O T E L S