



WELCOME TO ROVE



EXPLORING WITHOUT BORDERS

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

ROVE

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.



ROVESTERS

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.





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%

citizen
M
hotels

88.8%

25h

88.6%

W
HOTELS

92%

EDITION

88.9%

CENTRO
Hotels

91.2%

H
Holiday Inn

90.8%

aloft
HOTELS

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.



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 TEAMS

SOME OF OUR
PROJECTS...





PROJECT
ROVE CITY WALK
TYPE
CITY
NO. OF KEYS
566



ROVE

PROJECT

ROVE LA MER BEACH

TYPE

BEACHFRONT

NO. OF KEYS

366

PROJECT

ROVE AL MARJAN ISLAND

TYPE

BEACHFRONT

NO. OF KEYS

441

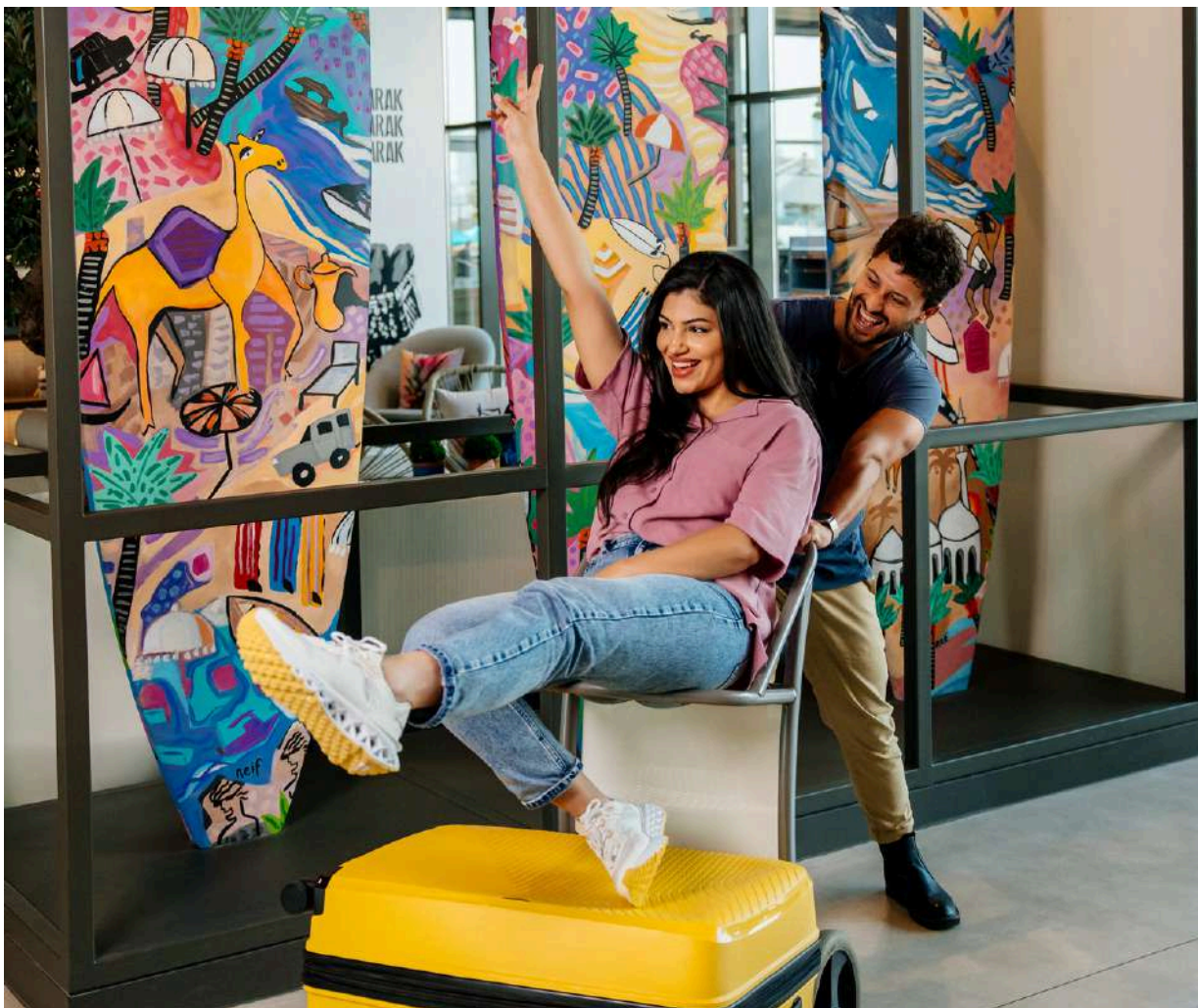
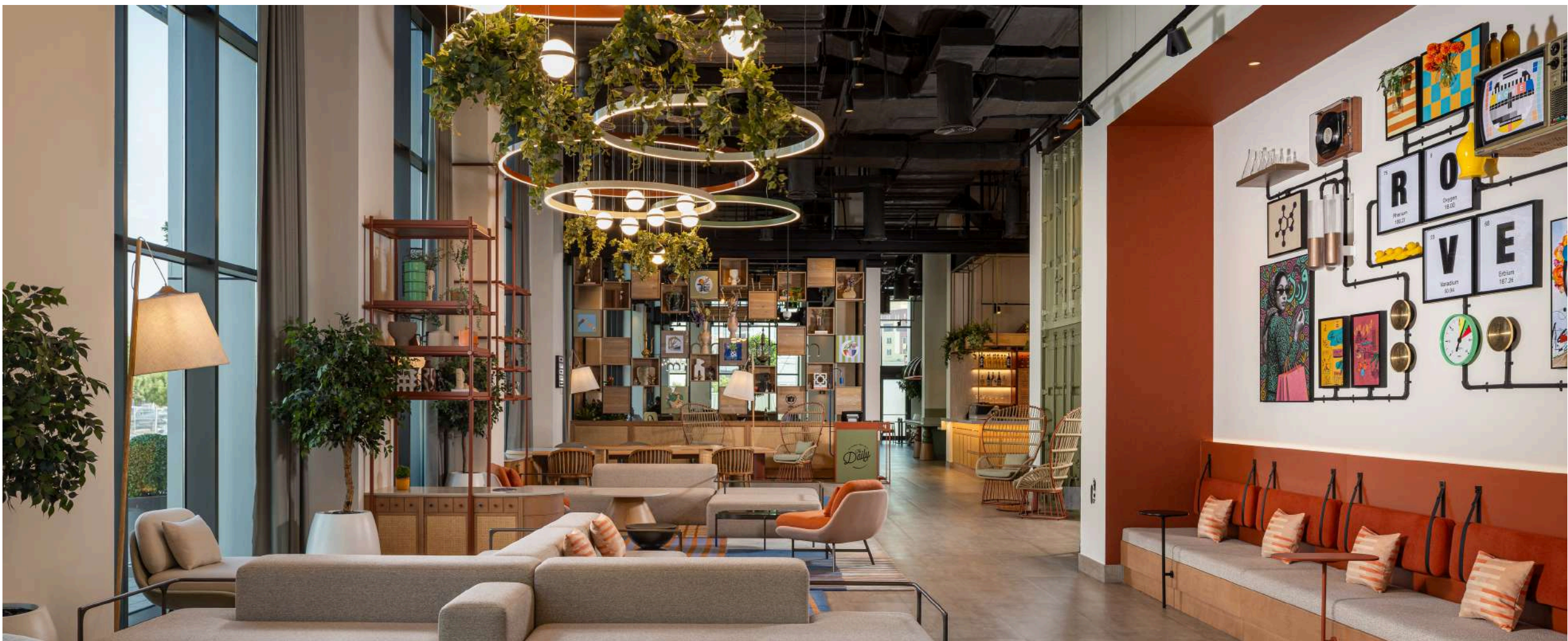


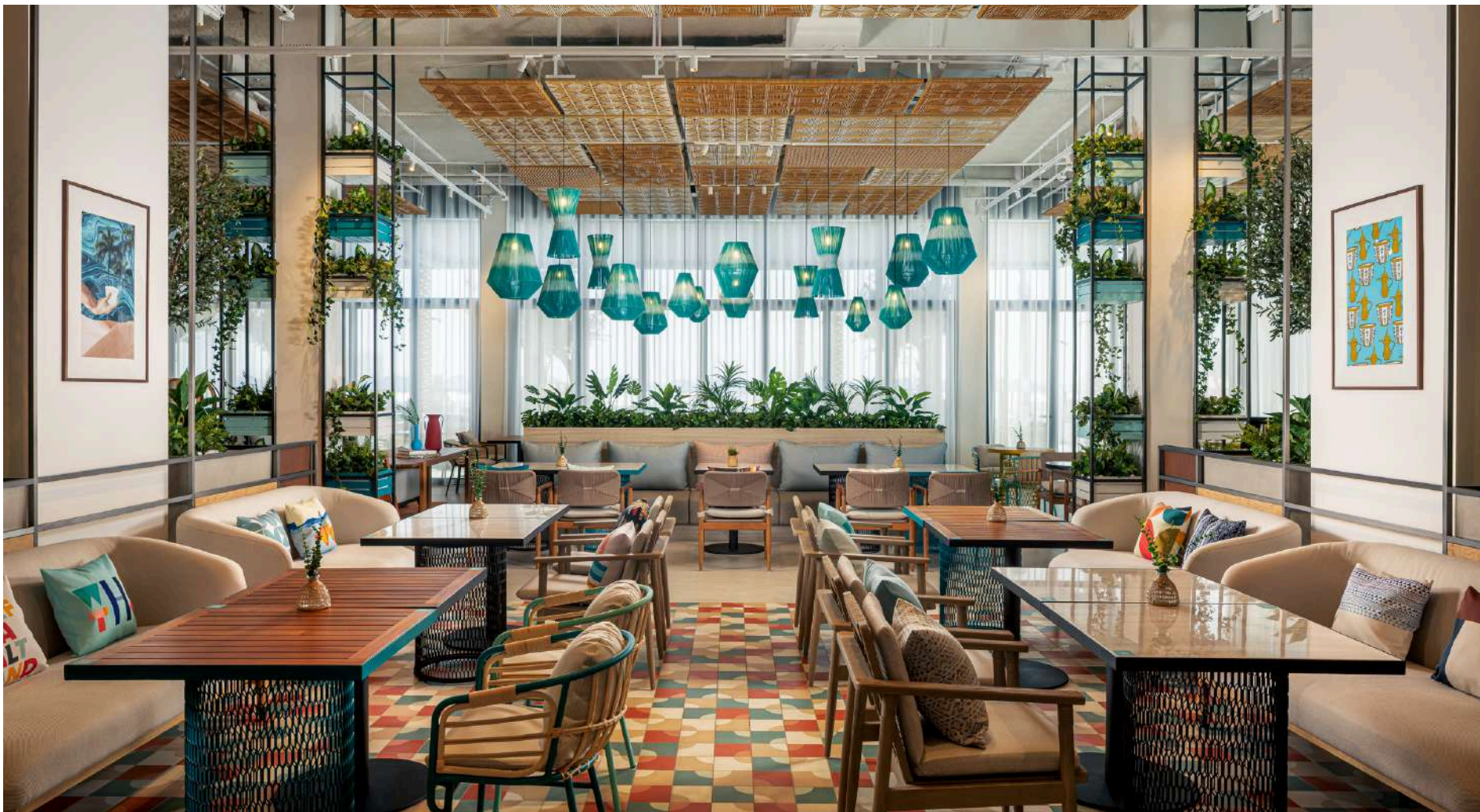


ROVE

PROJECT
ROVE EXPO CITY
TYPE
EVENTS
NO. OF KEYS
331

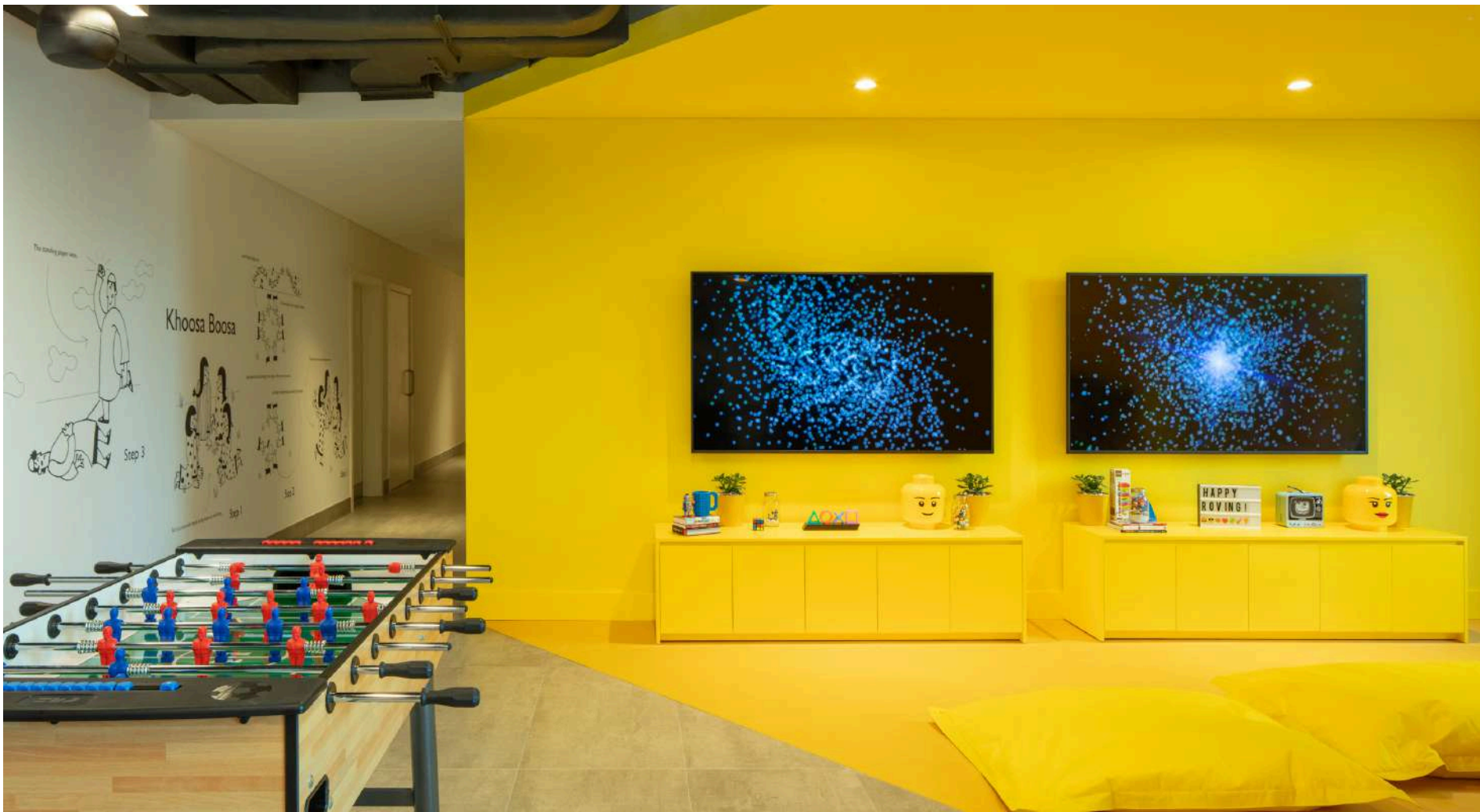
مركز البروار 9
Centre 9











#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.

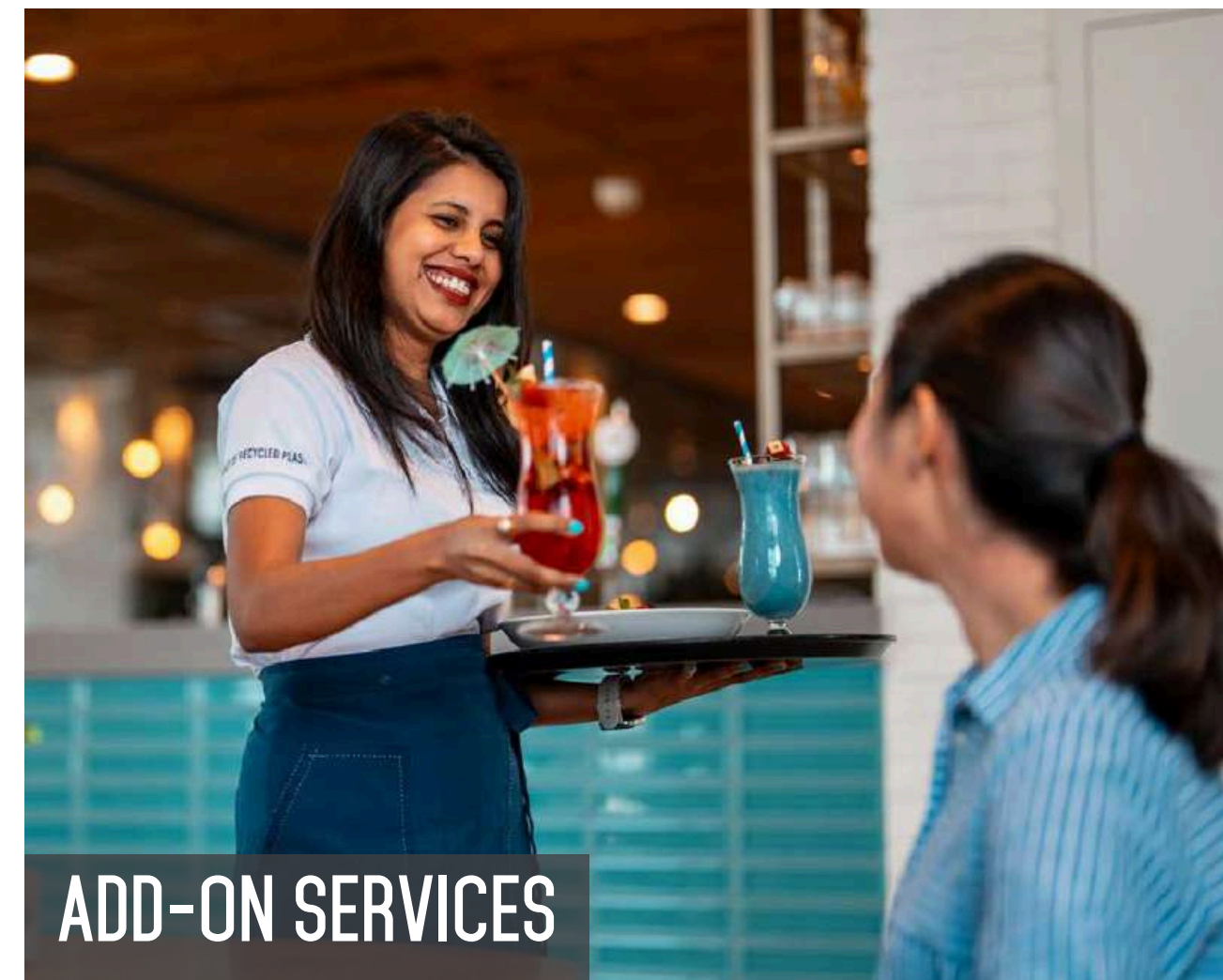
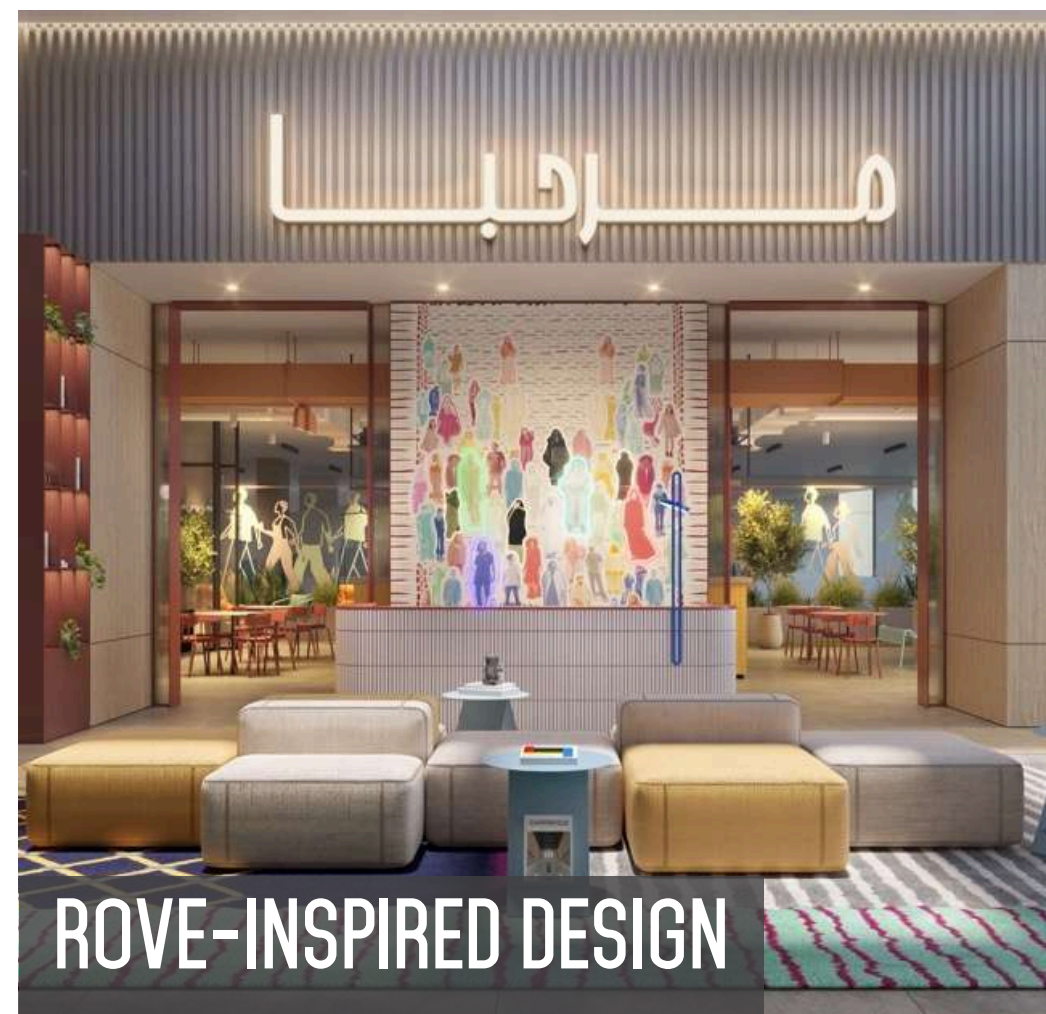
THE PRODUCT

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

ROVE

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





#LIVE



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

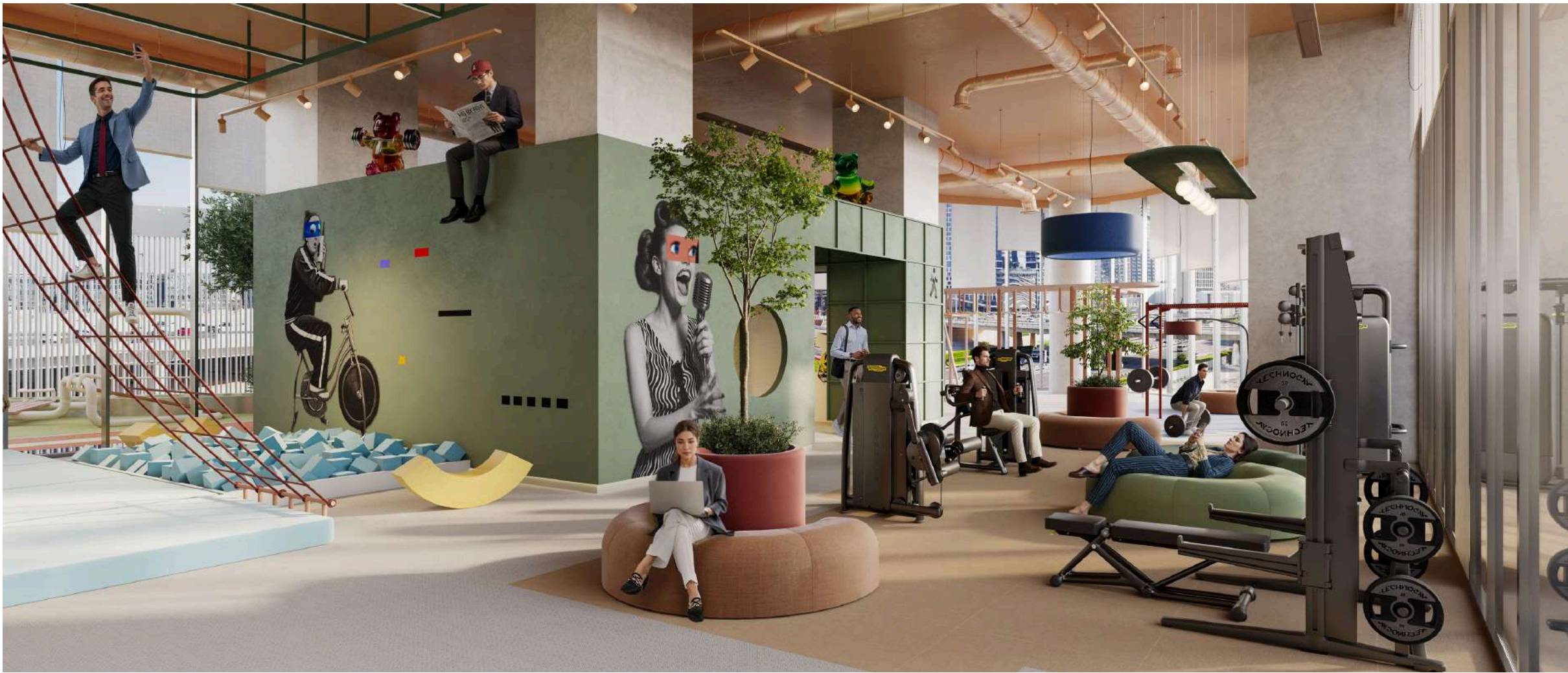
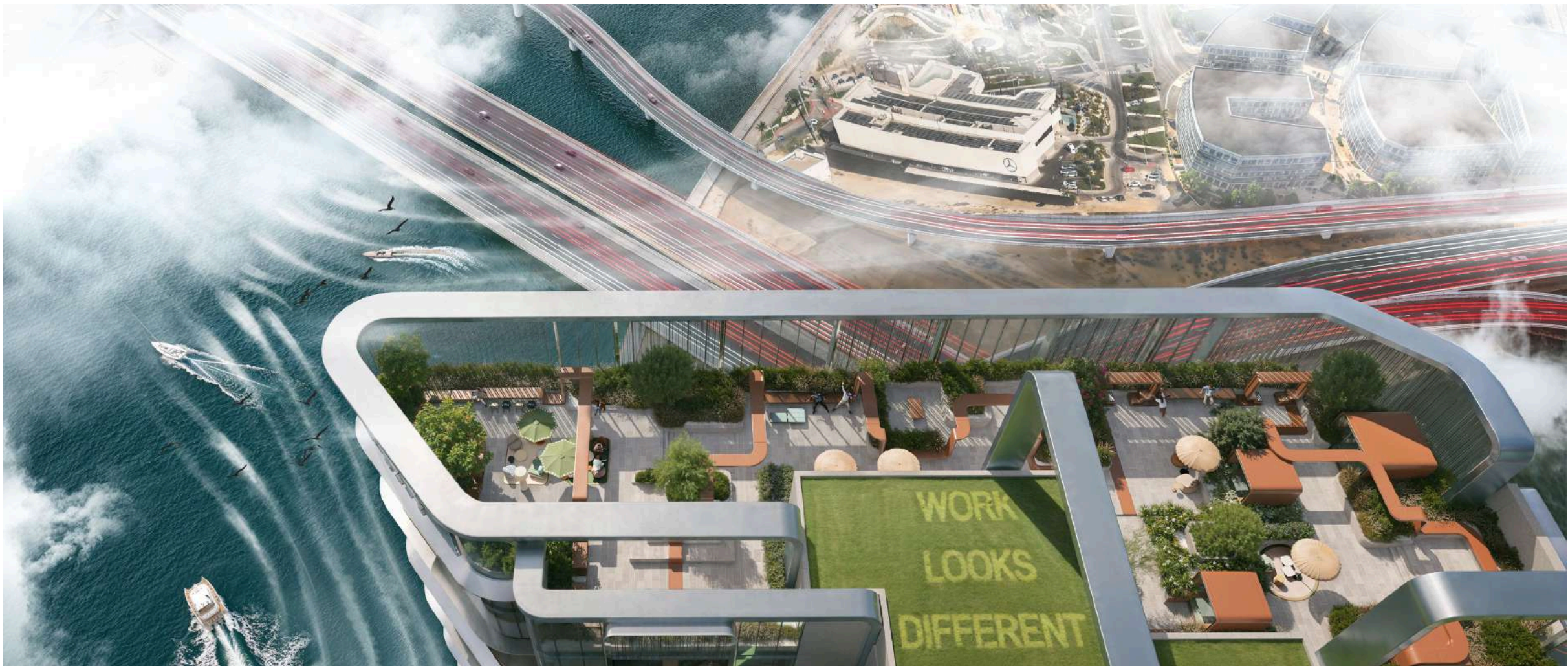
spaces that
spark action

ROVE-INSPIRED DESIGN

that feels effortless to work in









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