

Emaar Hospitality Group Launches Five-Star Premium Hotel Brand, 'The Address' Hotels & Resorts

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The Address will roll out this year with the opening of flagship hotels in Downtown Burj Dubai and Dubai Marina. The Address will progressively operate four brand extensions offering distinct experiences within the Resort, Retreat, Urban and Business categories.

Mohamed Ali Alabbar, Chairman, Emaar Properties PJSC, said: "The Address will be a prime driver in our global expansion in the hospitality business, and is a key component of our business integration strategy. The Address is our tribute to the global hospitality sector, in which a commitment to service makes the true difference."

Following the launch of The Address, Downtown Burj Dubai, The Address, Dubai Mall, and The Address, Dubai Marina, Emaar plans to unveil more properties in key markets in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America within the next ten years.

Marc Dardenne, CEO, Emaar Hospitality Group LLC, explained: "The Address is a premium hospitality brand with a focus on service excellence, quality product and contemporary design. We have adopted a 'one size fits one' approach that creates a shift from feature-focused to benefit-focused hotels."

With the brand philosophy of 'Where Life Happens', The Address will target corporate, leisure and group travellers. More than 100 international professionals have joined The Address team already, with more recruitments to follow. "Following extensive training to these professionals, we have created a smart roster of hospitality offerings including several first-of-its-kind dining concepts," said Richard W. Riley, MD, Emaar Hotels Management LLC.

The Address will leverage on the lifestyle attractions around the properties, thus offering new experiences for customers in convenient proximity. For local residents, Emaar's hotels will offer some of the finest food & beverage options and leisure outlets.

The Address completes Emaar Hospitality Group's portfolio as a full-service hospitality company. With total assets of development value US\$1 billion (AED 3.67 billion), Emaar Hospitality owns and manages a diversified portfolio of hotels, serviced residences, golf resorts, polo and equestrian club, recreation clubs, and the Dubai Marina Yacht Club and Marinas.

Emaar's expansion to hospitality is in line with its Vision 2010 to become one of the world's most valuable companies.

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