

Emaar plans new five star hotel brand

Emaar Hospitality Group, the hospitality and leisure arm of UAE-based real estate giant Emaar Properties, has announced that it plans to roll out its own premium five star brand of world-class hotels and resorts.

To operate under the brand name The Address Hotels and Resorts, the new chain will roll out later this year with the opening of The Address flagship hotels in Downtown Burj Dubai and another property in Dubai Marina, the company said in a statement here.

"The Address will be one of the prime drivers in our global expansion strategy in the hospitality and leisure business," said Emaar Properties chairman Mohamed Ali Alabbar.

"Hospitality is one of the fastest-growing sectors in the world, especially in the Middle East region, and creating a new brand to operate our hotels and resorts globally is a key component of our business integration strategy."

Following the launch of hotels in Burj Dubai, Dubai Mall and Dubai Marina, the group plans to unveil more properties in key cities and tourist destinations in the Middle East and North Africa region, the Indian subcontinent, Asia, [Europe](#) and the US within the next 10 years.

"The Address Hotels and Resorts will be set apart not only by their location but also in the total character and service standards, where we adopt a 'one size fits one' approach. This creates a shift from feature-focussed hotels to benefit-focussed hotels that will assure our guests a refreshingly different experience," said Emaar Hospitality Group chief executive Marc Dardenne.

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