



## **Press Release**

### **Emaar Hospitality Group offer priority passes to leisure attractions and shopping vouchers for guests this summer**

- *All five hotels in The Address Hotels + Resorts portfolio as well as Al Manzil and Qamardeen hotels collaborate to offer value summer packages*
- *Guests are also rewarded for long stays at hotels*

**Dubai, UAE; April 20, 2011:** This summer, Emaar Hospitality Group is offering guests at The Address Hotels + Resorts in Dubai as well as Southern Sun's Al Manzil and Qamardeen hotels and the Nuran Serviced Residences with value summer packages that provide access to the city's premier leisure attractions as well as shopping vouchers.

On booking a stay at The Address Downtown Dubai, The Palace – The Old Town, The Address Dubai Mall, The Address Dubai Marina, The Address Montgomerie Dubai, Al Manzil and Qamardeen hotels in Dubai, guests get complimentary coupons to The Dubai Mall's famous attractions.

Nuran Serviced Residences, located in Dubai Marina and The Greens, and operated by Emaar Hospitality Group offer families a stay for four nights while they pay for only three with complimentary daily transport to Downtown Dubai, a full-fledged lifestyle destination, described as 'The Centre of Now.'

Guests will have access to attractions such as Dubai Aquarium & Underwater Zoo, SEGA Republic, KidZania®, Dubai Ice Rink and *At the Top, Burj Khalifa*. Valid until August 29, 2011, the attractive summer packages also include premium shopping vouchers worth over AED 10,000 from The Dubai Mall for lucky guests.

The longer the guests stay the more complimentary passes they receive. A 4-night stay also includes tickets to KidZania® while for 5 nights they obtain passes to *At the Top, Burj Khalifa* in addition to the leisure attractions in Downtown Dubai.

Mr. Marc Dardenne, Chief Executive Officer, Emaar Hospitality Group said: "Dubai has recorded robust tourism arrivals in the first quarter of 2011, continuing the trends of 2010. We expect tourism in the summer months to gain further traction as visitors from neighbouring GCC countries visit Dubai in addition to the regular flow of overseas tourists. We are offering a memorable value package that will further enhance the guest experience."

He added: "We endeavor to continuously offer guests tangible benefits at The Address Hotels + Resorts. In addition to complimentary access to the 'must visits' of the city, this year, guests can utilise shopping vouchers at The Dubai Mall."

The Address Hotels + Resorts offer unique lifestyle experiences which a focus on a 'one size fits one' strategy where benefits to guests are the priority. The Address Downtown Dubai, the 63-floor hotel, sports an elegant façade with a post-modern architectural splendour. Classical themes and Arabian tradition meet at The Palace - The Old Town. The Address Dubai Mall is linked to The Dubai Mall, the world's largest shopping and entertainment destination which, enhances the mood of a premier lifestyle venue.



Located in one of Dubai's most popular lifestyle districts The Address Dubai Marina is a modern business and leisure destination with access to the entertainment and other exciting components of Dubai Marina. Dubai Marina Mall, linked to the hotel, houses 160 retail stores.

The Address Montgomerie Dubai offers one of the most luxurious golf experiences in the Middle East and is the first operational retreat hotel under The Address Hotels + Resorts portfolio.

Dubai Aquarium & Underwater Zoo is one of the largest indoor aquariums in the world with over 33,000 aquatic animals including sharks, stingrays and giant groupers. Dubai Ice Rink is the coolest spot in the city with the Olympic-size ice rink offering live entertainment.

Al Manzil, the hotel with tones of Arabian architecture, located in Downtown Dubai, gives guests a contemporary business hotel with a warm and inviting ambience. Qamardeen, also located in the midst of the city's major attractions reflects the warmth of Middle Eastern hospitality with rich and vibrant colours.

Guests also have the convenience of shopping at over 1,200 retail outlets in The Dubai Mall and enjoying the unparalleled visual experience of The Dubai Fountain, the world's tallest performing fountain. *At the Top, Burj Khalifa* is the globe's highest observation deck with an outdoor terrace, located on Level 124 of Burj Khalifa.

The Address Hotels + Resorts provide convenient guests check-ins for guests upon arrival. In addition, complimentary wireless internet is available throughout the hotels as well as 24-hour fitness centre and 24-hour business lounge. Guests opting to stay in selected suites or club rooms can enjoy the innovative and convenient privilege of a complete 24-hour stay.

For more information on The Address Hotels + Resorts offers or to make a booking, please contact your local travel agent, call +9714 423 8822, TOLL FREE (UAE) 800 ADDRESS, email [stay@theaddress.com](mailto:stay@theaddress.com) or visit [www.theaddress.com](http://www.theaddress.com).

For more information on Al Manzil and Qamardeen offers or to make a booking, please contact your local travel agent, call +9714 428 6808 or visit [www.southernsunme.com](http://www.southernsunme.com)

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#### **Note to Editors**

##### **About The Address Hotels + Resorts:**

The Address Hotels + Resorts, the five star premium hotel brand launched by Emaar Hospitality Group sets an all-new definition for global standards of luxury. Creating a distinct positioning with the brand philosophy of 'Where Life Happens', The Address properties are situated in the most vibrant locations and target corporate, leisure and group travellers – particularly the international jetsetters and global high achievers who value personalised luxury. This modern brand focuses on a 'one size fits one' strategy where benefits to guests and service excellence are a priority. The expansion of The Address Hotels + Resorts include key destinations in the Middle East and North Africa region, the Indian Subcontinent, Asia, Europe and America over the next ten years. For more information visit [www.theaddress.com](http://www.theaddress.com)

##### **About Emaar Hospitality Group LLC:**

Emaar Hospitality Group LLC, the wholly owned subsidiary of Dubai-based global property developer Emaar Properties PJSC, manages the company's growing roster of hospitality and leisure projects. Emaar Hospitality owns and manages a diversified portfolio of hospitality assets such as hotels, serviced residences, golf resorts, Dubai Polo and Equestrian Club, recreation clubs, the Dubai Marina and associated yacht club. Emaar Hospitality Group's vision is to be recognized as the premier global provider of personal, innovative and memorable lifestyle experiences. For more information on Emaar, please visit [www.emaar.com](http://www.emaar.com).

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