





# ROVE CITY WALK



## A GREAT OPPORTUNITY TO INVEST IN DUBAI

Introducing Rove City Walk, the premier  
HOTEL ROOM INVESTMENT PRODUCT with

RETURNS OF

# 8%\*

\*Normalized returns – Terms and conditions apply

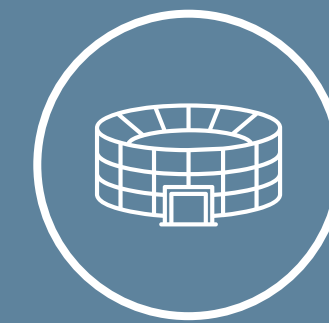


# LOCATED AT THE EPICENTRE

Rove City Walk will be ideally located in the dynamic district of City Walk, making it the perfect location for tourists and business travellers alike.



Situated in  
City Walk



Directly  
opposite  
Dubai Arena



5 Minutes to  
Burj Khalifa  
Downtown Dubai



5 Minutes to  
The Dubai Mall



10 Minutes to  
The Dubai Fountain



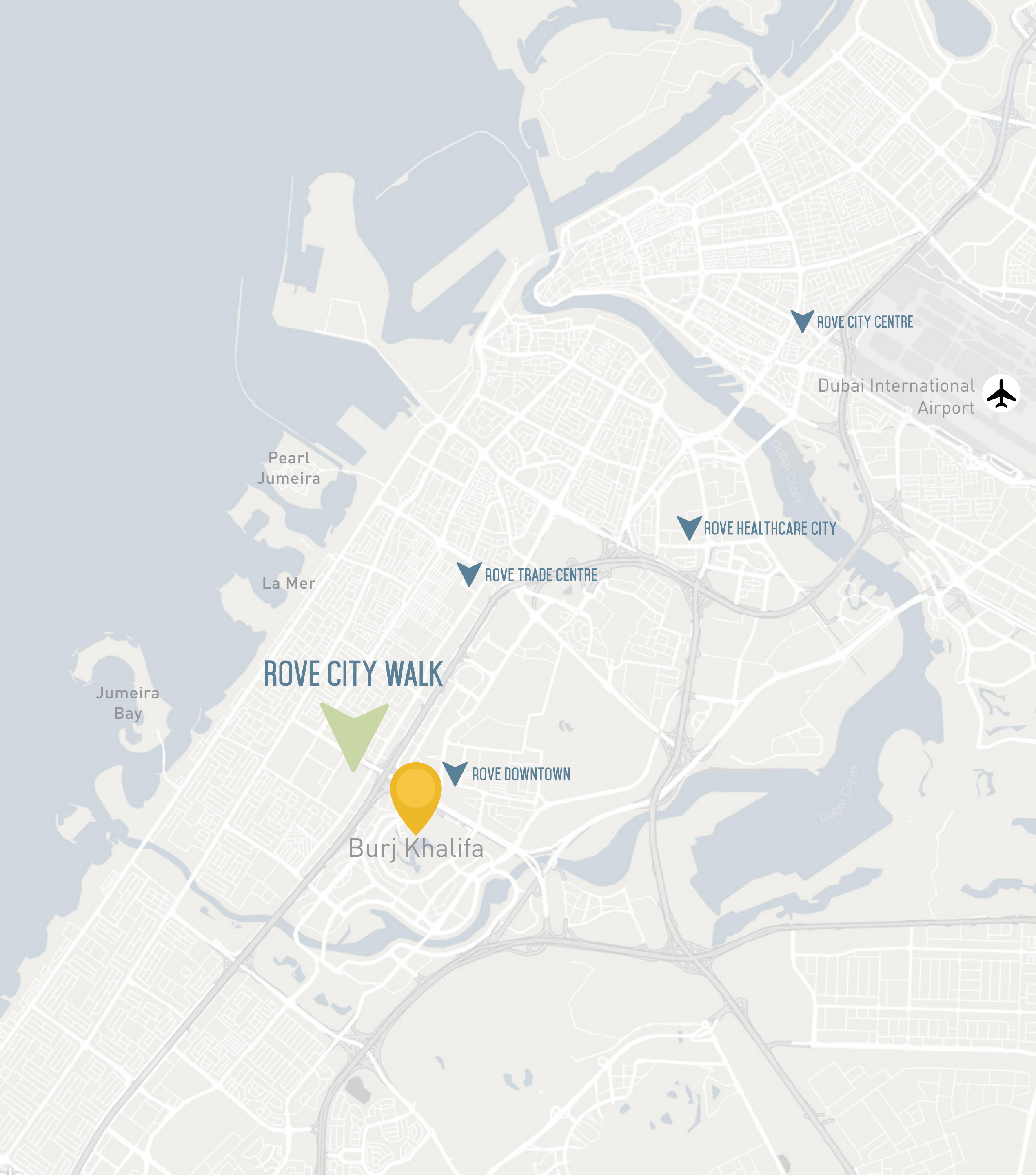
10 Minutes to  
Dubai Opera



10 minutes to  
La Mer in Jumeirah



15 Minutes to  
Dubai Int' Airport







# CITY WALK'S URBAN LIFESTYLE

City Walk is a popular family-friendly neighbourhood with a sophisticated ambiance and a unique mix of residences, high-end retail, dining, entertainment, hospitality, grooming and wellness options.



+300  
Retail  
Units



4  
Leisure and  
Entertainment  
Experiences



17  
International  
Street Art  
Attractions

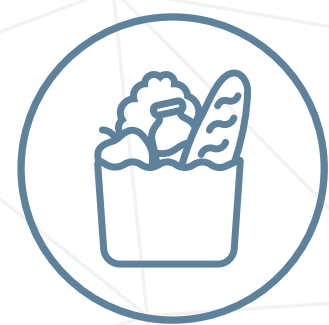
# #SHOP



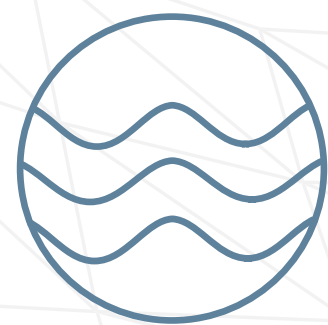
# REVEL IN CHIC COMFORTS

Rove City Walk promises modern sophistication.

Guests can benefit from:



24/7 coffee shop  
and mini market



Pool &  
Gym



In-house  
laundromat



Exclusive cafés  
and restaurant



#FAMILY



#RELAXATION







# RETURN ON INVESTMENT

Investors benefit from:

**40% REVENUE SHARE\***

**RETURNS OF 8%\***

**FREE TWO-WEEK STAY**

every year for life\*

**50% DISCOUNT**

on room bookings and F&B across Rove Hotels\*

\*Normalized returns – Terms and conditions apply





#MEET





#ROVEHOTELS

# MADE FOR THE URBAN EXPLORER

A joint venture between Meraas and Emaar, Rove Hotels is a contemporary brand that reflects the pulse of modern Dubai.

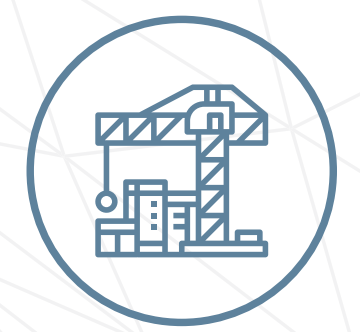
Designed as a cosmopolitan and smart cultural haven, it caters to the new-generation traveller who recognises value, stays connected through technology and gravitates towards culturally-inspired surroundings.



5  
Operating hotels



300  
Average number  
of rooms



7  
Hotels under  
development



#DINE

EAT GLOBAL • MEET LOCAL  
*The Daily*







2018 Best Budget Brand  
Rove Hotels



Top Choice Award for 3-Star Hotels  
Rove Healthcare City



2017 Best Budget Brand  
Rove Hotels



2017 Mid-Market Launch of the Year  
Rove City Centre



2016 Interior Hotel Design of the Year  
Rove Downtowm





**#EXPLORER**

# INVEST IN DUBAI'S THRIVING TOURISM SECTOR

Dubai's tourism sector is one of the most flourishing in the world and has shown a near startling growth. Rove City Walk presents an excellent opportunity to invest in its hospitality sector.

## IN TOP 10 MOST VISITED CITIES

In the World in 2018

**10.44MN**

Int'l Guests Jan – Aug 2018

## 1ST MOST VISITED CITY

In the World by 2025

**25MN**

Expected Visitors to Expo 2020 Dubai

**20MN**

Expected Annual Visitors by 2020

**USD 537 P/DAY**

Avg. Tourist Spend

## TOP VISITOR NATIONALITIES

India, Saudi Arabia, UK, China, Oman, Russia

According to research by Euromonitor International 2018 report





# ROVE CITY WALK

## RETURN ON INVESTMENT

YEAR	2022	2023	2024	2025	2026
Average Daily Rate <sup>(3)(4)</sup> (AED per night)	403	432	445	458	472
Occupancy <sup>(5)</sup>	74%	84%	84%	84%	84%
Revenue Per Annum / Per Room	109,033	132,572	136,923	140,646	144,865
40% <sup>(6)</sup> Room Revenue Share (Net)	43,613	53,029	54,769	56,258	57,946
Estimated Yield (%)	5.9%	7.2%	7.5%	7.7%	7.9%
Lifestyle Benefits <sup>(7)</sup>	5,640	6,043	6,224	6,411	6,603
Return on Investment	6.7%	8.0%	8.3%	8.5%	8.8%

Disclaimer:

(1) The return on Investment is based on Per Key Selling Price excluding Taxes ( VAT ) & DLD Fees  
 (2) The hotel is expected to begin operations mid 2021. 2022 is assumed as first full year of Hotel Operations  
 (3) ADR excludes Service Charges, Municipality Fees, Tourism Dirhams Fees and VAT  
 (4) ADR in 2022 based on YTD 2018 Rove Downtown with 3% inflation  
 (5) Stabilised occupancy based on YTD 2018 Rove Downtown  
 (6) 40% of Room Revenue is after deduction of 2% of Room Revenue towards Sinking Fund for Renovation Capex  
 (7) Two weeks free stay per annum, subject to availability



# EXPLORING WITHOUT BORDERS





