



# THE ADDRESS

HOTELS + RESORTS

## *Press Release*

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### **THE ADDRESS HOTELS + RESORTS MAKES GLOBAL IMPRINT WITH PRESTIGIOUS INDUSTRY AWARDS**

- The Address, Downtown Burj Dubai wins 'Dubai's Leading Lifestyle Hotel' and 'Middle East's Leading New Hotel' at the World Travel Awards
- The Palace – The Old Town honoured as 'Dubai's Leading City Resort' at World Travel Awards
- The Address, Downtown Burj Dubai adjudged 'Best New Hotel' at Arabian Hotel Investment Conference Development Awards
- Condé Nast Traveller's Hot List 2009 features The Address, Downtown Burj Dubai

**Dubai, UAE; May 7, 2009:** The Address Hotels + Resorts, the five star premium hotel brand owned and operated by Emaar Hospitality Group, has marked its global imprint in less than one year of the brand's launch by winning prestigious international industry awards.

The Address, Downtown Burj Dubai and The Palace – The Old Town, the two properties in The Address portfolio currently, have won industry-leading honours at the World Travel Awards and the Arabian Hotel Investment Conference Development Awards, both held in Dubai this week.

Billed as the 'Oscars of the Tourism Industry' and the sector's highest accolade, the World Travel Awards celebrate the best practices in travel and hospitality. Established 16 years ago, the awards encourage tourism organisations to set new boundaries for customer service, value and innovation. The winners are selected by votes from agents and travel professionals globally.

This year, with a record of over 170,000 professionals voting for the awards, The Address, Downtown Burj Dubai emerged triumphant with two awards - 'Dubai's Leading Lifestyle Hotel' and 'Middle East's Leading New Hotel.' The Palace – The Old Town received the honour of 'Dubai's Leading City Resort.'

Another impressive laurel for The Address, Downtown Burj Dubai was at the Arabian Hotel Investment Conference (AHIC) Development Awards, which acknowledge innovative hotel design, development and best practice in the Middle East. Launched last year, nominees are judged by key professionals within the hospitality industry who evaluate them for innovation taking into consideration the scale of the project, design, use of materials and practices that redefine the hotel industry.

The Awards complement the AHIC, which showcases hospitality investment opportunities to a global high-profile audience. The Address, Downtown Burj Dubai was adjudged as 'Best New Hotel' at the AHIC Development Awards.

## THE ADDRESS HOTELS + RESORTS MAKES GLOBAL IMPRINT /2

Another crowning glory for the hotel came from Condé Nast Traveler, the world's authoritative travel and hospitality magazine, which included The Address, Downtown Burj Dubai in their Annual Hot List 2009. The ultimate insider's guide to the newest and hottest hotels opened all over the world features only those establishments whose design, service and amenities transcend industry standards. The magazine's editorial team pursues a stringent policy in creating the list taking into consideration location, service and amenities provided, and the listing comes as an impressive achievement for a hotel that opened only in October 2008.

Mr Amit Arora, Corporate Director, Sales and Marketing, Emaar Hospitality Group, received the awards on behalf of The Address, Downtown Burj Dubai at the World Travel Awards. Mr Olivier Heuchenne, General Manager, The Palace – The Old Town accepted the award for 'Dubai's Leading City Resort.'

Mr Marc Dardenne, Chief Executive Officer, Emaar Hospitality Group said: "We launched The Address Hotels + Resorts brand six months ago and have consolidated the strength of differentials of our brand, with the opening of our flagship property The Address, Downtown Burj Dubai, and assuming the management of The Palace – The Old Town. For The Address, Downtown Burj Dubai to be awarded with these prestigious accolades, is a testament to the hard work and dedication of our associates who have helped establish the brand and uphold its individuality."

Mr Heuchenne said: "The Palace – The Old Town has a captivating Middle Eastern theme, which makes it appealing to the global traveller. Its design excellence, central location within the heart of the city and the various lifestyle amenities make it an unparalleled resort experience. We are greatly honoured to be awarded this prestigious accolade by the World Travel Awards."

The Address, Downtown Burj Dubai and The Palace – The Old Town are centrally located in Downtown Burj Dubai, the flagship mega-development by Emaar Properties. Described as the new soul of the city, Downtown Burj Dubai features Burj Dubai, the world's tallest building; The Dubai Mall, one of the world's largest shopping and leisure destinations and The Dubai Fountain, the world's tallest performing fountain.

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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. With a total portfolio of hospitality assets valued at US\$1billion (AED 3.67 billion), as of March 2008, 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)