



# HOSPITALITY, LEISURE AND ENTERTAINMENT



Emaar Hospitality owns and manages a portfolio of hospitality assets and brands. These include Address Hotels + Resorts, Vida Hotels and Resorts, Armani Hotels, Rove Hotels (JV with Meraas) in addition to serviced residences and leisure clubs.

Address Hotels and Resorts is a super-premium brand catering to business and leisure travellers and is sharply focused on providing unmatched luxury. With carefully curated experiences that are multi-sensory in their appeal, the brand currently operates 15 properties across the Dubai and the MENA region.

Vida Hotels and Resorts is focused on the business, leisure and group travellers and brings together a combination of smart design, high technology and ease of living within its environs. Located in key business districts and popular destinations, easy access is a key benefit for this brand.

With the hospitality portfolio, we also operate a suite of leisure sports clubs and these are the Dubai Polo and Equestrian Club, Dubai Marina Yacht Club, Montgomerie Golf Club, Arabian Ranches Golf Club and Dubai Hills Golf Club (JV). Appealing to the discerning sports lover, these sports clubs help to carry forward the region's sporting traditions while also providing world-class facilities for users to up their game.

## Properties that define us Emaar Hospitality



**Address Hotels + Resorts**

15 Hotels | 2,600+ Keys

**Armani Hotels**

2 Hotels | 250+ Keys



**Vida Hotels and Resorts**

8 Hotels | 1,400+ Keys

**Rove Hotels (JV with Meraas)**

9 Hotels | 3,400+ Keys



**Dubai Polo and Equestrian Club**

One of the world's largest viewing panels



**Arabian Ranches Golf Club**

The elegant Spanish Colonial Clubhouse features Ranches Restaurant that offers stunning views of the 9<sup>th</sup> and 18<sup>th</sup> greens



**Dubai Marina Yacht Club**

Offering the ultimate yachting experience, this boater's haven magically transforms at night into a vibrant, bustling waterfront

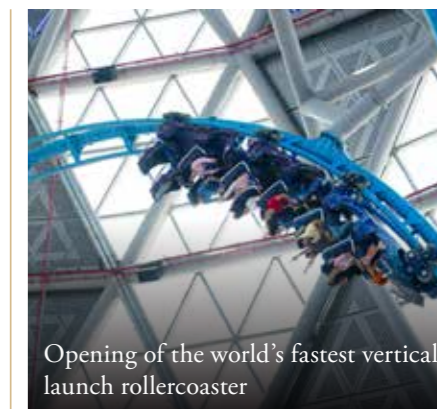
## Emaar Leisure and Entertainment

**A format of offering experiential entertainment alongside other retail/hospitality options has been adopted**

Launch of The Storm Coaster, situated in Dubai Hills Mall, which is the world's fastest vertical-launch roller coaster

Launch of the Skyviews Observatory and Edge Walk at Hotel Address Sky Views

Launch of Discovery Centre, Aquarium & Underwater Zoo, Family Entertainment Centre, Ice Skating Rink, Mega Movie Theatre at the Emaar Square Mall in Turkey



Opening of the world's fastest vertical launch rollercoaster

### How the business performed

Our hospitality, leisure, entertainment and commercial leasing business continued to be resilient and outperformed the broader market in the UAE. It achieved record revenues of AED 3.4 Bn and grew over 57% in 2022, compared to the previous year.

The hospitality business displayed a robust post-pandemic recovery, which was visible across the UAE economy. We achieved strong ADRs and average occupancy levels of 69% in the UAE during the year. ADR growth and cost control countermeasures helped our hospitality business achieve a record EBITDA margin of 50% in 2022 which is significantly higher compared to the pre-pandemic period. Currently, we have 37 hotels (including JVs) with over 8,100 keys and a healthy pipeline of 29 hotels under development, of which more than 2/3<sup>rd</sup> are under management contracts. In 2022, we achieved the historic milestone of reaching 60 hotel projects in our portfolio (including both in-operation and under-development hotels).

Our bouquet of offerings in this business segment greatly strengthens and complements our other business verticals. While our entertainment assets function as a crowd puller, and help to generate footfalls, the hospitality and leisure verticals bring alive the experiential luxury and innate sophistication that Emaar stands for. Cumulatively, these aspects build a very strong foundation for growth.

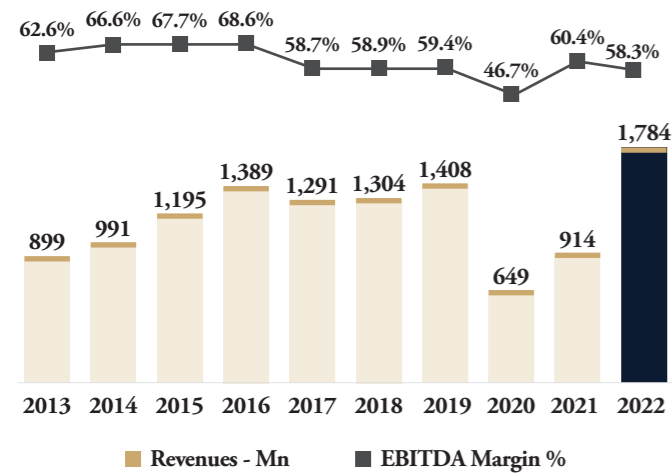


### Key numbers

- 13%**  
Contribution to group revenue
- 69%**  
Average occupancy rate in the UAE
- 37**  
Operating hotels and JV hotels
- Over 8,100**  
Total keys across hospitality portfolio
- 2.4 Mn sq ft**  
Commercial leasing space in Dubai

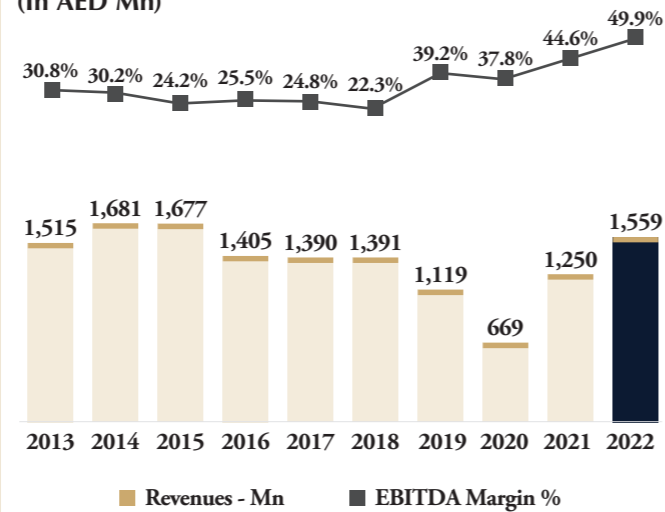
### Entertainment & other business

Robust growth and superior margins (In AED)



### Hospitality business

Resilient and profitable (In AED Mn)



### Our suite of exciting new launches in Dubai



### Vida Dubai Marina Yacht Club

158  
Hotel keys

362  
Branded apartments



### Address Grand Creek Harbour

223  
Hotel keys

794  
Serviced apartments