

**Press release
12th May 2023**

Rove Hotels named Sustainable Hospitality Alliance member, promoting Net Positive Hospitality



Lifestyle hospitality brand, Rove Hotels, becomes the latest member of the Sustainable Hospitality Alliance

The [Sustainable Hospitality Alliance](#) (the Alliance) announces the arrival of a new member, [Rove Hotels](#), one of the Middle East's fastest growing lifestyle hospitality brands.

The Alliance is the leading global network for responsible hospitality working to embed Net Positive Hospitality within the sector and Rove Hotels now joins the Alliance to work together with over 30 other members.

Known for its fun and quirky identity and its fuss-free service style, Rove Hotels was founded in Dubai in 2016 and it currently has over 7,000 rooms and residences open or under development across the Middle East region. Since its opening, the brand has put great focus on reducing plastic waste, as well as water, paper and electricity consumption, managing to obtain the Green Key certificate across all its properties - a prestigious 'green' label that is awarded to just 3,700 hotels worldwide.

Rove Hotels also manages Rove Expo 2020, this LEED Gold certified property is the only on-site hotel at Expo City Dubai, the sustainable city that hosted the recent Expo 2020 Dubai event and that will be home to the upcoming COP28, the United Nations' Climate Change Conference.



Pictured L-R, Patrick O'Meara, Head of Business Development at the Sustainable Hospitality Alliance, Deborah Lecci, Brand Sustainability Champion, Paul Bridger, Chief Operating Officer of Rove Hotels and Glenn Mandziuk, Chief Executive Office of the Sustainable Hospitality Alliance

Rove Hotels joins the Alliance, which addresses key challenges impacting the planet and its people, local destinations and communities. The Alliance's [Pathway to Net Positive Hospitality programme](#) sets ambitious targets to create a prosperous and responsible global hospitality sector that gives back to the destination more than it takes. It harnesses the power of the four pillars of people, planet, place, and prosperity combined with the industry's transformative power, innovation, and resources.

Paul Bridger, Chief Operating Officer of Rove Hotels comments; *“Being environmentally responsible is close to our hearts at Rove, and we know it’s important for our Rovers (guests) too. Because of that, we are thrilled to become part of the Sustainable Hospitality Alliance and join forces with hoteliers from across the world in the journey towards net positive hospitality.”*

Glenn Mandziuk, Chief Executive Officer, Sustainable Hospitality Alliance, said: *“It was fantastic meeting Rove Hotels at the Arabian Travel Market trade show earlier this month as we marked their first few weeks as members of the Alliance. Sustainability is at the heart of their brand and we look forward to supporting them and working collaboratively to deliver Net Positive Hospitality across Dubai and the middle east in the near future.”*

For further information about the work of the Sustainable Hospitality Alliance, please visit <https://sustainablehospitalityalliance.org>

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Note for Editors

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About the Sustainable Hospitality Alliance

The Sustainable Hospitality Alliance brings together hospitality industry leaders and strategic partners to address key challenges affecting the planet and its people, local destinations and communities. They develop practical free resources and programmes to create a prosperous and responsible hospitality sector that gives more back than it takes.

The Alliance has over 30 members to date which have a reach of 7 million rooms and include world-leading hotel companies including Choice Hotels, Marriott International, Hilton, IHG, Hyatt and Radisson Hotel Group as well as regional brands and other stakeholders in the hospitality value chain.

Their network also includes other parts of the hospitality value chain, including owners, investors and suppliers, to further drive joined up action on sustainability, and accelerate the industry on the path to net positive hospitality. For more information, please visit: www.sustainablehospitalityalliance.org.

About Rove Hotels

Rove hotels is an award-winning lifestyle hotel and residences brand, offering well-designed properties in connected locations. Designed for those who like to explore without borders, receive fuss-free service and some touches of local culture. Rove Hotels defines a new niche in the ever-evolving global hospitality sector.

Rove Hotels are reliable, modern and efficient. Regardless of their location, Rovers (guests) will always find locally-inspired modern interiors, relaxed service and all the essentials to enjoy their stay.

Born in Dubai, Rove Hotels is a joint venture between Meraas Holding and Emaar Properties PJSC.

The first Rove hotel opened at Downtown Dubai in 2016 and the brand now has over 4000 hotel rooms and apartments open or under development across the Middle East. Rove Hotels continues to target properties in well-connected locations and further expansion announcements will follow soon.

Website: [_ \[www.rovehotels.com\]\(http://www.rovehotels.com/\)](http://www.rovehotels.com)

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