

Emaar launches 'Ease by EMAAR' – a game-changing holiday homes concept offering exceptional stays in Dubai's best homes

- *Ease by Emaar is a pioneering concept that provides property management services, handling holiday homes on behalf of investors, providing high return on investment*
- *The holiday homes market has grown by 161% according to a study by Knight Frank*
- *South Beach, situated in Emaar Beachfront, is the first residential premium waterfront development to be listed on Ease by Emaar. It offers residents views of one of the world's best waterscapes along with direct access to their own private beach*
- *Located in one of Dubai's most enviable destinations, the development comprises of 1-, 2- and 3-bedroom fully furnished apartments, making it convenient for investors to move in or rent their property with Ease by Emaar*

Dubai, UAE; September 05, 2019: Emaar, a Dubai-based global property developer and provider of premium lifestyles, today announced the launch of Ease by Emaar – a streamlined short-term rental concept that provides global travellers exceptional stays in elegant homes handpicked by Emaar in their integrated communities.

During the launch event, the developer also unveiled 'South Beach', a premium residential beachfront development in Emaar Beachfront offering a unique blend of cosmopolitan living and serene seaside lifestyles. Comprising of 1-, 2-, and 3-bedroom apartments with exquisite furnishings, this will be the first waterfront development to be listed on Ease by Emaar for visitors to experience the epitome of leisure, comfort and lavish living.

For guests, Ease by Emaar opens a new avenue for visitors to experience a premium lifestyle located in some of the most sought-after destinations in the city. Guests are provided with unrivalled hospitality such as hotel-grade housekeeping and amenities, and a digital mobile concierge, ensuring guests get all the information needed to experience the city, anytime, anywhere. Other amenities offered to guests include unlimited Wi-Fi, a welcome pack, and on-demand Google Smart Home devices such as Chromecasts for streaming entertainment channels and others. Guests can also get an 'Ease Pass,' which provides unbelievable offers and deals to the city's major attractions. This includes U by Emaar special upgrades, discounts on Emaar hospitality restaurants, and deals to Emaar entertainment attractions such as *At The Top, Burj Khalifa, Reel Cinemas* and others.

Residents of South Beach can also engage in water-sports activities and various lifestyle amenities such as a swimming pool, fitness centre and an extensive choice of play areas for children. Investors in this development will have the option to let Ease by Emaar manage their property at no additional cost for the first three years post-completion.

Emaar Beachfront, which is easily accessible via Sheikh Zayed Road, features uninterrupted captivating views of the waterfront and access to pristine private beaches.

For investors, the innovative technological infrastructure offers the opportunity to fill the market gap for short-term rentals and helps them capitalise on an emerging business model, helping them earn substantial returns. Emaar-owned Ease provides an end-to-end property management service, including property setup, reservations management, guest hosting, housekeeping, maintenance, government licensing, and distribution of the listing across Airbnb, Booking.com, Expedia, Agoda, and over 50 other channels.

EMAAR



To list your home, book a stay or to get more details, email at team@ease.ae or call +97152 458 0688. For more details on the launch of South Beach (Marina Vista by Emaar) on Emaar Beachfront, visit the Emaar Sales Centres in Downtown Dubai; Dubai Creek Harbour Sales Centre in Ras Al Khor; Dubai Hills Estate Sales Pavilion located on Umm Suqeim Road; Emaar South Sales Centre on the DWC Peripheral Road in Dubai South; and the Abu Dhabi Sales Centre on the ground floor of Al Nahda Tower on 4th Street, Al Muroor Road. The sales centres are open from Saturday to Thursday, 9.30am to 7pm, and on Friday from 2pm to 7pm in all locations except the Abu Dhabi Sales Centre. Alternatively, call 800 36227 (UAE) or +9714 3661688 (International); or email: sales_enquiry@emaar.ae

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