



# PRESS RELEASE

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## **Rove Hotels is the first Mid-scale brand in Dubai to receive Safeguard Label**

Bureau Veritas, a world leader in testing, inspection and certification (TIC) services, announces that Rove Hotels is the first mid-scale brand in Dubai to receive its SAFEGUARD Label. This certification means that end customers can be reassured that all operating Rove hotels have full compliance under global safety, hygiene and cleaning requirements.

Bureau Veritas recognizes that a priority for companies of all sizes is to get back to work as quickly as possible and with appropriate health, safety and hygiene conditions for their employees and their clients. “Restart Your Business with BV” is a suite of solutions that aims to support and meet the needs of all sectors of the economy as they restart activity and reopen for business.

SAFEGUARD label is part of “Restart Your Business with BV” program to ensure that health, safety and hygiene procedures put in place for the resumption of activity meet local and international regulations, as well as recognized best practices. Bureau Veritas will grant the SAFEGUARD label through remote and/or field audits according to checklists developed in collaboration with a Group of Health, Safety and Hygiene Specialists. With the label, Bureau Veritas provide reassurance to end-customers with a dedicated global website showing all the entities which are labeled with Bureau Veritas auditors regarding the preventive measures in place: <https://restartwith.bureauveritas.com/pages/home>.

Rovers (guests) and the team at Rove Hotels can be assured of the highest hygiene standards after being awarded Bureau Veritas’ Safeguard Label. The award-winning lifestyle hotel brand offering well designed hotels in connected locations is for the traveller who likes 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.

Paul Bridger, the Corporate Director for Operations at Dubai-based Rove Hotels, said, *“At Rove, the health and safety of our Rovers and Rovesters is our top priority. In current times, it’s even more imperative for all businesses to elevate their hygiene standards. Therefore, Rove is extremely grateful and proud to have received this certification as it gives our stakeholders the peace of mind that we have utilized all possible tools we have to ensure their safety within our hotels.”*

## About Bureau Veritas

Bureau Veritas is a world-leading provider in testing, inspection and certification. Created in 1828, the Group has more than 78,000 employees located in more than 1,500 offices and laboratories around the globe. Bureau Veritas helps its clients to improve their performance by offering services and innovative solutions in order to ensure that their assets, products, infrastructure and processes meet standards and regulations in terms of quality, health and safety, environmental protection and social responsibility.

Bureau Veritas has been present in the Middle East since more than 50 years and has currently more than 4,000 employees in the region located in more than 50 offices and laboratories in 18 countries.

For more information, visit <https://middle-east.bureauveritas.com>, and follow us on [LinkedIn](#).

## About Rove Hotels

Rove Hotels is an award-winning lifestyle hotel brand, offering well designed hotels in connected locations. Designed for the traveller who likes 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 rooms 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) @rovehotels

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