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Accor Brings First Standalone Movenpick Residences to Dubai Motor City

Accor and CITYVIEW Developments have signed for Movenpick Residences Dubai Motor City, the world's first standalone Movenpick Residences and the first branded residential scheme in Motor City. The 408-residence project completes ...

MEDIUM	7.5	24 September 2026	7/10
INVESTOR IMPACT	SIGNIFICANCE SCORE	EVENT DATE	SOURCE RELIABILITY

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EXECUTIVE SUMMARY

01 Accor Brings First Standalone Movenpick Residences to Dubai Motor City

Accor, a top-3 global hospitality operator, and Dubai developer CITYVIEW Developments have signed an agreement for Movenpick Residences Dubai Motor City, the world's first standalone Movenpick Residences and the first branded residential development in Dubai Motor City. The 408-residence project spans studios, one-bedroom and two-bedroom units and is scheduled for completion and opening in 2028. Residents get access to the Accor Owner Benefits Programme, including enhanced status in the ALL Accor loyalty programme. The announcement cites Dubai branded residential transaction volumes up 26% year on year and total sales value up 51% in the first nine months of 2025, with Knight Frank's The Residence Report 2026/27 estimating more than 31,300 branded units planned in Dubai between 2025 and 2030. This is a capital allocation decision by a major operator, not a marketing claim, and it matters because it extends the branded residential category into a new price tier and location rather than confining it to prime addresses.

- Accor and CITYVIEW Developments have signed for the world's first standalone Movenpick Residences, located in Dubai Motor City, with 408 residences
- Completion and opening is scheduled for 2028, giving buyers a multi-year construction horizon before delivery
- Dubai branded residential transaction volumes rose 26% year on year and total sales value rose 51% in the first nine months of 2025
- Knight Frank's The Residence Report 2026/27 estimates more than 31,300 branded residential units planned in Dubai between 2025 and 2030
- The project follows the same partners' Hyde Residences Dubai Hills, indicating a repeat relationship rather than a one-off deal

- Dubai Motor City sits roughly 20 minutes from Palm Jumeirah and Dubai Marina and approximately 30 minutes from Downtown Dubai and the two international airports

THE EVENT

02 What happened, and why it matters

WHAT HAPPENED

Accor and Dubai-based developer CITYVIEW Developments signed an agreement to build Movenpick Residences Dubai Motor City, described as the world's first standalone Movenpick Residences and the first branded residential development in Dubai Motor City. The 408-residence project will include studios, one-bedroom and two-bedroom units, with amenities such as a fitness centre, indoor and outdoor lounges, a padel court, a BBQ area, pet grooming facilities, a kids club and multiple swimming pools. Residents will have access to the Accor Owner Benefits Programme, including enhanced status in the ALL Accor loyalty programme and privileges at participating hotels and resorts. Completion and opening is scheduled for 2028. The project follows the partners' earlier Hyde Residences Dubai Hills and the companies say they plan further joint developments across Dubai.

WHY IT MATTERS

This is a signal about how the branded residential category in Dubai is evolving, not just a single project launch. Movenpick has historically operated within Accor's hotel portfolio; a standalone residential product marks its first entry into branded residential operations on its own. Accor executives framed this explicitly as branded residences moving beyond the traditional luxury segment into a broader range of owners and communities. The location choice reinforces that point: Dubai Motor City is an established residential community, not a prime waterfront address, and the project is being layered onto an existing area rather than a new master development. The market data cited alongside the announcement, transaction volumes up 26% year on year and sales value up 51% in the first nine months of 2025, points to demand growth that predates this specific signing.

WHO IT AFFECTS

You, if you are weighing an off-plan purchase in Dubai and want professional management without taking on active landlord responsibilities. It also matters if you already own in Dubai Motor City or a comparable established community and want to understand what a branded entrant does to the area's positioning. And it matters if you are specifically drawn to operator-backed products because of the brand recognition and loyalty programme access rather than generic new-build supply.

INVESTOR READ

03 Implications, risks and opportunities

HISTORICAL CONTEXT

This follows the same partners' earlier Hyde Residences Dubai Hills project, and the companies have stated they plan to explore further developments together across Dubai. The announcement frames the signing against a backdrop of Dubai's branded residential market expansion, with transaction volumes up 26% year on year and total sales value up 51% in the first nine months of 2025.

IMPLICATIONS

A branded residence in an established community like Motor City is a different proposition to one in a headline waterfront district. You are paying for professional management, brand association and the Accor Owner Benefits Programme rather than for a prime location premium. The fact sheet does not provide pricing, payment plan or projected yield figures for this specific project, so any return assumption should wait until those are published. Completion is scheduled for 2028, which means a multi-year holding period through construction before any income or resale consideration begins. The broader data point, more than 31,300 branded units planned across Dubai between 2025 and 2030 according to Knight Frank, tells you this is a category set to expand materially, which is relevant to how differentiated any single branded product will remain by the time it delivers.

RISKS

Be straight about what is not yet known. No pricing, payment plan structure, escrow details or projected rental yield for this project appear in the source material, so it cannot be assessed as an investment on the numbers today, only as a signal of intent. A 2028 completion date means a multi-year construction period with the execution risk that carries for any off-plan purchase. Motor City is an established but not prime community, and the branded premium will need to be tested against resale and rental comparables once the project is closer to delivery. The pipeline of more than 31,300 branded units planned across Dubai through 2030 also means supply in this category is set to grow substantially, which could compress the scarcity value that branded residences currently command if absorption does not keep pace.

OPPORTUNITIES

For a buyer who values professional operator management and brand-backed amenities over active landlord involvement, this extends that model into a new, more accessible price tier and location rather than confining it to prime addresses. Access to the ALL Accor loyalty programme and hotel privileges is a tangible, quantifiable perk that generic off-plan supply does not offer. The repeat partnership between Accor and CITYVIEW, following Hyde Residences Dubai Hills, suggests a working relationship rather than a one-off branding exercise, which is worth weighing against a first-time operator-developer pairing.

WHAT TO WATCH

Watch for the release of pricing, payment plan structure and any projected yield figures for Movenpick Residences Dubai Motor City, which will determine whether the branded premium is justified against comparable non-branded stock in the area. Also watch how the wider branded residential pipeline, more than 31,300 units planned across Dubai to 2030 per Knight Frank, gets absorbed, since that supply growth will shape how much of a differentiator any single branded product remains by 2028.

THE BOTTOM LINE

04 What this means for Dubai investors

THE MEANING

If you are looking at Dubai through a capital preservation lens rather than chasing the newest launch, this signals that a top-3 global hospitality operator is willing to put its name on a residential product in an established, non-prime community, not just flagship waterfront towers. That is worth noting as a data point on where institutional operators see durable demand, but it is not yet a basis for an allocation decision until pricing and payment terms are published.

> *Here's the thing about branded residences: the name on the building means nothing until you can see the numbers behind it. What I'm watching for with this one is exactly what isn't in the announcement yet, price per square foot, payment plan structure, and how the developer positions rental expectations once sales open. A repeat partnership between Accor and CITYVIEW, off the back of Hyde Residences Dubai Hills, tells me this is a considered relationship rather than a branding exercise bolted onto a generic tower. That's worth something. But Motor City is not Downtown or the Marina, and a 2028 completion is a long runway. I'd want to see how this prices against unbranded stock in the same community before calling it a capital preservation play rather than a lifestyle one.*
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> BRADLEY JAMES, DUBAI REAL ESTATE INVESTMENT ADVISOR

SOURCES AND VERIFICATION

Zawya, published via TradeArabia News Service, 2026
(https://www.zawya.com/en/business/uae-realty-market/accor-plans-worlds-first-standalone-mover

Knight Frank, The Residence Report 2026/27, as cited in the Zawya article

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Begin the conversation.

Every allocation starts with a candid, numbers-first discussion shaped around your mandate, risk profile and timeline.

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Bradley James is an Associate Director and Senior Investment Advisor based in Dubai, specialising in Dubai real estate, off-plan investment, strategic wealth allocation, portfolio diversification, and relocation and residency planning. He advises private investors and family offices on entering the Dubai market with the same rigour he applies to his own capital.

SPECIALISMS

- Dubai Real Estate
- Off-Plan Investment
- Strategic Wealth Allocation
- Portfolio Diversification
- Relocation & Residency Planning

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SOURCES

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SCAN TO MESSAGE