

Perspective

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Middle East Vacation Ownership Pioneers

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Arabian Falcon Holidays - The Middle East Vacation Ownership Pioneers

Celebrating their 10th Anniversary, Arabian Falcon Holidays is today the largest independent timeshare sales and marketing company in the Middle East boasting remarkable sales in 2007 and 2008 selling more than 1,000 weeks each year, with an annual turnover in excess of \$ 30 million.

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Robb & Stucky Expands Internationally to Hospitality & Resort Industries

Since their beginnings in 1915 in Fort Myers, Florida, Robb & Stucky has evolved to become one of the largest high-end furniture retailers in North America. Today, they are also helping its hotel, timeshare and fractional clients make wise interior and refurbishing decisions at new and existing resorts.

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Fractional Ownership Paradigm Shift

There are still a large number of people who are interested in a vacation home ownership opportunity, when the value proposition is right. Out of tough market situations exciting new products with renewed value propositions are born. The time is now to introduce the vacation ownership product that meets the new demands of the marketplace.

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Monocle Yachts Let Owners "Live the Dream"

The high seas have long beckoned adventurous souls. For those who heed the call, water is the blood that runs through their veins. Over time, the boating experience has changed, as new technologies have developed. Today's seafarers and captains can roam the seas in floating palaces where liabilities such as insurance, repairs or maintenance are left on shore.

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Upcoming Convention: Fractional Summit London

With over 250 fractional professionals expected from around the world, Europe's largest fractional property conference is back and extended to 2 days, 23 - 24 April 2009. This year's theme "Fractionals: the rewards, the opportunities" explores the various different facets of the fractional property marketplace.

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E3Escapes: Introducing The Villa Las Palmas Collection

E3Escapes believes that in order to attain the ultimate luxury lifestyle, one deserves to think in threes: An amazing 13,000 squarefoot villa with breathtaking views, fully furnished and staffed. A 60' yacht with an experienced crew at your disposal. And the luxurious elements and services of a six-star resort, including a private hangar for your plane and swift personal ground transportation.

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The Middle East Vacation Ownership Pioneers



Established in 1999, Arabian Falcon Holidays is today the largest independent timeshare sales and marketing company in the Middle East. The company has thousands of satisfied vacation owners spread primarily throughout the MENA region.

Led by its Chairman, Al Mohannad Sharafuddin, Arabian Falcon Holidays enters its second decade of timeshare success serving the needs of developers and consumers in the Middle East and world-wide. Sharafuddin explained, "My vision was to become the premier international provider of services to the timeshare industry in the Middle East".

On February 2nd 2009, Arabian Falcon Holidays celebrated its 10th Anniversary at the Atlantis Palm a short drive from its Royal Club resort. "More than a hundred staff celebrated with me", said Sharafuddin. "Members of our core team were with me at the start and they have helped build our success" he added.

Al Mohannad Sharafuddin, started in the timeshare industry in 1994 as sales consultant in Riyadh, Saudi Arabia, and rapidly achieved the position of top sales producer. Within one year he received a series of promotions to: sales supervisor, sales manager, and training manager for Saudi Arabia and the Gulf region.

As a result of his management experience in the industry across the Gulf region, Al Mohannad recognized that the United Arab Emirates, and Dubai in particular, was a promising market for investment in timeshare which led him to establish Arabian Falcon Holidays.

In recognition of his success, in June 2003, Arabian Falcon Holidays was appointed the exclusive sales agent for Dubai's first vacation ownership resort – Royal Club at Palm Jumeirah. Arabian Falcon Holidays focus on high quality offerings, and introduction of only the very finest resorts, was

inline with Dubai's first timeshare resort on the exclusive Palm Jumeirah. In November 2003, to cope with the sales and service of Royal Club Palm Jumeirah, Arabian Falcon Holidays relocated to high quality purpose built sales office covering a total area of more than 10,000 square feet.

The Vacation Ownership Investment Conference 2007, awarded Arabian Falcon Holidays the "Interval International Pioneer's Excellence Award", which summarizes the edge that Arabian Falcon has – Pioneering Vacation Ownership in the Middle East. Arabian Falcon Holidays' worldwide exchange partner, Interval International, assures that vacationers always enjoy the same high standard of vacations, anywhere and anytime.

Arabian Falcon holidays achieved remarkable sales in 2007 and 2008 selling more than 1,000 weeks each year, with an annual turnover in excess of \$ 30 million. This has called for further expansion of the organization to market and service in Kingdom of Saudi Arabia. Arabian Falcon Holidays has commenced operations in Riyadh, with a 700 m2, modern, comfortable and high tech sales and marketing office, and for global extensions Arabian Falcon Holidays is branded as "Arabian Falcon International".

Sharafuddin served as a key member of the industry working group established to work alongside the Dubai Government on proposed Timeshare Legislation.

Dubai – A Vacationer's Paradise

From a collection of small villages on the shores of Dubai Creek, historically one of the Arabian Gulf foremost trading centers; Dubai is now one of the most modern cities in the world. Her iconic building developments command world attention. The innovative and visionary leadership, - in particular His Highness Sheikh Mohammed Bin Rashid Al Maktoum UAE Vice President, Prime Minister and Ruler of Dubai - has produced a remarkable city.



Two of the most ambitious endeavors are now landmarks of Dubai. They are projects of global distinction, enhancing Dubai's place on the world stage:

- The Palm Jumeirah as the Eighth Wonder of the World
- Burj Dubai, the tallest building in the world.

With a scope and scale unparalleled anywhere else, the growth of Dubai has resulted in an economy that embraces much more than oil revenues. The world's fastest growing economic sector - Travel and Tourism - is a primary focus of Dubai.

An unpolluted marine environment and beautiful beaches are within easy reach of this vibrant city. And the majority of holiday accommodation is less than 30 minutes drive from Dubai International Airport, home of Emirates Airline another award winning enterprise. Dubai offers pristine sun drenched beaches, world class golf courses, prominent shopping districts and exciting nightlife.

Attractions for visitors and include Dubai's annual hosting of several major international sporting events held at international standard sporting facilities. There are superb golf courses, two of which have played host to the Dubai Desert Classic, one of the European tours most prolific golfing events attracting the biggest names in golf including Tiger Woods and Ernie Els. The Dubai World Cup, the "Richest Horse Race" in the world, The Dubai Open tennis tournament and the offshore powerboat races provide an exciting year round calendar of events.

Enthusiasts will find a wide choice of first class recreational facilities such as paragliding, jet skiing, scuba diving and windsurf, to name a few. Dubai's Duty Free is renowned, and with exceptional shopping facilities spread throughout the city and over thirty modern malls, Dubai offers a world of choice and with its vast gold & Diamond market has been aptly dubbed 'Dubai- The City of Gold'

Arabian Falcon Holidays, the Vacation Ownership pioneers of the Middle East, has introduced two resorts that integrate pleasure and guarantee five star quality family vacations.

1. Royal Club at Palm Jumeirah
2. Royal Club at Downtown Dubai

ROYAL CLUB

AT PALM - JUMEIRAH

Royal Club at Palm, Jumeirah

Located on the 8th Wonder of the World, The Palm Jumeirah, Royal Club features the shore on the door step. This collection of 50 apartments are opulent fully furnished 1 or 2 bedroom spacious suites offering all amenities.

Designed to be a home away from home for vacationers, Royal Club at Palm Jumeirah is the stuff of wonderful memories. The spacious apartments are bright, beautiful and thoroughly contemporary.

Every detail has been considered and every corner has its magic. Natural fabrics, comfortable soft furnishings, an inviting dining area and stylish kitchen create an ambience which puts the resident at ease in a heartbeat.

Bedrooms offer fine linens, subtle lighting and picture window outlooks. Bathrooms –with an en-suite to the master bedroom – are elegantly appointed. A discreet daily cleaning service keeps the apartment immaculate. Large plasma screen televisions with DVD players and a superb stereo system provide instant entertainment. High speed Internet access is provided and first class sports and recreation facilities are at the doorstep, including an infinity swimming pool, diving centre, gymnasium and a great children's playground. From the kitchen appliances to the artwork, everything has been carefully selected to enhance the time guests spend at Royal Club. And all this before the unique location is considered – The Palm Jumeirah

Location

Immaculate beaches stretch along fifty kilometers of coastline where one of Dubai 's most prestigious residential and vacation areas is located – The Palm Jumeirah.

The fifty residences of Royal Club at Palm Jumeirah are within the Shoreline Apartments, which line the trunk of this extraordinary palm shaped island.

The Palm Jumeirah has fast become world famous. Its five kilometer diameter offers an abundance of restaurants, air-conditioned shopping malls, cinemas, entertainment centers and sports facilities. Royal Club at Palm Jumeirah is 25 km from the centre of Dubai and approximately 40 minutes drive from Dubai International Airport .

The Palm Jumeirah Monorail, the first in the Middle East, will open during the second quarter of 2009. With a budget of US\$400 million the monorail line will cover 5.45 kilometres and eventually connect the Palm with the Dubai Metro Red line.





ROYAL CLUB

AT DOWNTOWN DUBAI

Royal Club at Downtown Dubai

The prime location in Downtown Dubai, amidst the soaring heights of The Burj, breathtaking skyline views and luxurious surroundings highlight some of the trendy guest rooms. Located in the heart of the Dubai, Royal Club Downtown is situated in close proximity to the business, shopping, and entertainment districts, as well as top attractions, including the Dubai Mall, world's largest mall and The Burj, the world's tallest building.

Royal Club at Downtown Dubai, which are a collection of 100 apartments, promise the height of city chic in an unbeatable urban location. Contained within twenty floors of the stunning Hydra Downtown Tower, Royal Club at Downtown Dubai exemplifies metropolitan lifestyle, enhanced by its proximity to the city's commercial district and to its premier position within the heart of Downtown Burj Dubai.

The generously proportioned 1, 2 and 3 -bedroomed apartments - just five to each floor - offer gourmet kitchens, sleek appointments, top-of-the-range appliances and an ultra modern living experience. Restaurants and high-end retail outlets are on site, together with a swimming pool, gymnasium and children's play area.

Clean contours and accent colors create a sophisticated environment, with floor-to-ceiling windows adding to the feeling of space and light. There are spectacular views by day and an outlook to thousands of twinkling lights by night. Residents enjoy high-speed Internet access, plasma screen television and an excellent entertainment centre; relaxing in understated elegance or entertaining in style – the residents will feel at home.

Location

Within 400 metres of the largest shopping mall in the world, The Dubai Mall, and with views of the world's tallest building, Burj Dubai, Royal Club at Downtown Dubai enjoys an exceptional location. Royal Club at Downtown Dubai is approximately 20 minutes drive from Dubai International Airport.

Sharafuddin said he is looking forward to the next ten years with new markets opened up by Dubai Tourism and the continued expansion of Emirates Airline. Arabian Falcon high end offerings; Royal Club at Palm Jumeirah and Royal Club at Downtown Dubai offer vacation owners a chance to stay in one of the world's most distinct areas. To market the resorts globally and reach a more extensive client base, Arabian Falcon Holidays welcomes the opportunity to connect with agencies worldwide. For inquiries regarding the setting up a sales agency and agent relationships, the Chairman and CEO, Al Mohannad Sharafuddin, can be contacted via email: mohannad@arabianfalcon.com

