

Company:	Interval International
PR Contact:	Susan Furness (susan.furness@eurorscgfurness.com)
Posted By:	Anne-Birte Stensgaard (annebirte@ameinfo.com)
Published:	United Arab Emirates, Thursday, March 08 - 2007 at 08:48 (GMT+4)
Media Value:	US\$ 3,250 (based on reach of audited readership)

## Arabian Falcon applauded as timeshare pioneer by industry chiefs

A Dubai-based vacation ownership service provider, Arabian Falcon Holidays, has been acknowledged by industry chiefs as a leader in the development of the timeshare sector in the Middle East (at Monday's VOIC forum in Dubai).



Al Mohannad Sharafuddin, the company's managing director, was presented with the Pioneer Award by Craig M. Nash, chairman and CEO of Interval International, one of the world's leading vacation ownership exchange companies, and the name behind VOIC.

Sharafuddin founded Arabian Falcon Holidays in 1999 when the region was fast-driving its infrastructure and marketing efforts towards the development of a global vacation hotspot - with Dubai as the forerunner.

In 2003, Arabian Falcon took the contract for the Emirate's first timeshare project - Royal Club at Palm Jumeirah.

Sharafuddin told the 150-strong audience (at VOIC) that more than 3,000 vacation ownership members have understood the benefits and secured a timeshare unit at Royal Palm, with over 80 per cent of the membership held by Gulf nationals.

Meanwhile, in the eight years since launch, Arabian Falcon has enrolled in excess of 4,000 timeshare members for quality products in resort locations across Egypt, Lebanon and Tunisia.

'We have long-since believed in the potential of the timeshare and fractional ownership sector, thus focussed the activities of Arabian Falcon Holidays on this niche, high-potential segment from the outset.

'Our mission is always to provide the highest quality vacation resorts and deliver excellent customer service to owners - and I am going to accept this award from my industry peers as recognition that we must be doing something right! Thank you!'

According to David Clifton, Interval International's managing director EMEA and Asia, the Middle East is already dubbed as one of the fastest growing global regions in the vacation ownership industry. Sector experts at VOIC agreeing with Clifton and Sharafuddin that 'the potential for timeshare in the Middle East is huge; it has an exceptionally bright future'.

## Notes and Media Contacts

Media enquires - Euro RSCG Furness , tel +97150 6556126

International Media Enquires - Interval International  
Adrian Bascombe +44 (0) 20 8336 9573

### ABOUT INTERVAL INTERNATIONAL

For more than 30 years Interval International has led the vacation ownership industry with its commitment to providing quality exchange services and other value added programmes to its vacation owning members and resort developers worldwide. Based in Miami, Florida, USA, Interval has a network of in excess of 2,200 resorts in over 75 countries and more than 1.8 million members through 28 offices in 19 countries.

Interval International is part of IAC, which operates leading and diversified businesses in sectors being transformed by the Internet, online and offline. Other IAC companies include Ask.com, Citysearch, Entertainment Publications, HSN, LendingTree, and Ticketmaster.

---

### Disclaimer

Any opinions, advice, statements, offers or other information expressed in this article posted on the AME Info Web site are those of the authors and do not necessarily reflect the views of AME Info FZ LLC. AME Info FZ LLC is not responsible or liable for the content, accuracy or reliability of any material, advice, opinion or statement in this article. Articles posted on AME Info are automatically distributed to global news providers like Bloomberg, Financial Times, KnightRidder, LexisNexis and Reuters among others as well as indexed by major news aggregators such as Google News, Yahoo! and Newsnow for additional exposure.

AME Info FZ LLC - PO Box 502100, Dubai Media City, Phase II, Building 4, Office 204-205 - United Arab Emirates  
Phone: +971(4)3902700 - Facsimile: +971(4)3908015 - [press@ameinfo.com](mailto:press@ameinfo.com) - <http://www.ameinfo.com>