

# alaqariya

## EVENTS

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Free Supplement especially for real estate events

PARIS 2007



UAE - France Partnership  
Forum 2007

22nd Nov - 24th Nov  
2007 Le Carrousel du  
Louvre - Paris



**Al Mohannad Sharafuddin**  
Chairman  
**ARABIAN FALCON HOLYDAYS**  
A Middle East pioneer of the timeshare industry

better than the people who live it every day, the management continuously train and monitor the different departments' performance which enables us to provide our clients with excellent services.

**What are the challenges of marketing timeshare to the Middle Eastern consumer?**

Middle East consumer has a very special nature, we face a lot of challenges but we are capable of overcoming those challenges:

A- Timeshare is still relatively new to the Middle East thus customer knowledge about the Vacation Ownership is minimal so we keep educating our clients and general public about this dynamic industry.

B- Middle East consumer still consider the timeshare as a financial investment and we always try to educate them that Vacation Ownership is a life style investment and not a financial investment.

C- Middle Eastern in general have a shorter travel window if compared to Westerns. I would say that 90% of Middle Eastern prefer to have a long vacation in July or August compared to Westerns who intend to have multiple shorter vacations (Summer Vacation, Christmas & Easter .. etc)

D- Middle East consumers are last minute decision makers when it comes to planning their holidays. They decide traveling 30-60 days before their wished travel dates, such short period in high season is not enough to fulfill their requests. Again we keep educating our customers and explain the earlier they request the better their chances are to fulfill their requests.

**When will your first owners be able to make use of their ownership?**

We already had a soft opening for 35 units in August 2007 and some of our owners enjoyed spending their holiday on the Palm Island. Currently B&G (the management company that will be managing the property) is taking over



**Al Mohannad Sharafuddin**  
Chairman of Arabian Falcon

**Please briefly explain what Arabian Falcon does?**

Arabian Falcon is a Sales & Marketing company specialized in marketing timeshare properties for developers in the region and overseas. The Company has different departments that work closely with each other to ensure quality and service for developers and clients alike:

Marketing Department: A department that implements latest marketing strategies to generate qualified leads to the sales center. Our marketing team runs different marketing programs that have been tested in the market and proved to be very successful.

Sales Department: In Arabian Falcon we do not believe in what we call "sales pressure", all our Sales Representatives are trained on "Counsel Selling" which explores the customer needs and answers any queries and/or objections customer may have during the sales presentation.

Customer Service: We believe that our role does not end with a week or multiple weeks sale, our customers are very valuable to us Thus we ensure providing them with superb after sales customer service. Having a satisfied customer is our best asset way as they always refer friends and family members .

Management: Nobody knows the industry

**ARABIAN FALCON**  
H O L I D A Y S

**A Middle East pioneer of the timeshare industry**

**INTRODUCION**

A Middle East pioneer of the timeshare industry, Arabian Falcon Holidays has been behind the sell-out of Dubai's first vacation ownership property, at the prestigious Palm Island, and now has plans to embark on marketing its second resort The Downtown Tower in the most prestigious kilometer in the world next to Burj Dubai.

The Royal Club at Palm Jumeirah, is open for business with B&G Hotels & Resorts, the Egyptian hotel management company, taking the operations reins. The 50-unit property opened in stages, with the first 25 units available to owners in June 2007 and the final 25 units scheduled to be completed by the end of 2007.

Already, Al Mohannad Sharafuddin, Chairman of Arabian Falcon, is predicting that exchanges into and out of this unique property are ready for take-off. "Royal Club owners will request travel to the popular destinations that are generally demanded by most Middle East travelers," he says

"On the other side of the coin, and using the Interval International exchange system, different nationalities from all over the world will be requesting to exchange their weeks for Royal Club at The Palm. Dubai is the 'hottest' middle east destination."



Royal Club, Down Town, Dubai

the units and they are in their final stages of fitting the reception area and the backroom offices. We expect that the 50 units will be ready in December 2007 and we will be pleased to start receiving our valuable owners.

Once the 50 units, the reception and the backroom offices are ready, Interval International will have an inspection to the property to activate the project on the exchange system. Once the project is activated on Interval International Exchange system, Royal Club owners will be able to exchange their weeks and start exploring other exotic destinations and Interval International members will

enjoy spending a week holiday on the Palm Island.

**Which countries do you predict will be popular exchange destinations with Arabian Falcon owners?**

Royal Club owners will request traveling to the popular destinations that are generally demanded by most of Middle East travelers. Such destinations are London, Paris, Costa Del Sol, Malaysia, Egypt and Lebanon.

**Once open, will you operate an in-house marketing team? And**

**if so, how will you adapt your marketing message to target the international traveler?**

Our marketing department will run programs to target the international traveler however we will be marketing to them our newest project Royal Club at Downtown since Royal Club At Palm will be sold out in the next 60 days .

**Will Arabian Falcon be involved in other timeshare resort developments in the Middle East?**

Arabian Falcon believes in the Middle East region specially Dubai and we have

been active in this part of the world for the past 12 years.

Due to the great success with the Royal Club at the Palm Dermarr Properties Limited signed a marketing agreement with Arabian Falcon to sell and market its news acquisition Royal Club at Downtown Dubai which is situated in the most prestigious Kilometer in the world at downtown Dubai. It consists of 100 units and located in the Heart of Dubai . Its within walking distance from Dubai Mall the largest Mall in the region and has the view of Burj Dubai. In real estate the most important three is location ,location and



Royal Club Apartments





Richer Residence, Paris

location and we don't think you can have a better location than this .We are very fortunate to have established a formula for developers to venture in this industry with minimum risk .

The project will be built by Hydra Properties which has landmarks in Dubai, Abu Dhabi and Mexico globally. Half the building will consist of a five star hotel and the other half would be the timeshare units with full amenities to be shared between the timeshare units and the hotel .The building will also have prestigious retail shops few restaurants and a health club .We will start selling the new project god willing by the January 2008.

Dubai is on the lips of the world.

Last but not least as the Pioneers in the region has versioned the timeshare potential in Dubai years ago Arabian Falcon Holidays believes strongly that Dubai will become the largest market for holiday ownership in the world giving that Dubai and UAE Government will announce shortly the Timeshare law and legislations.

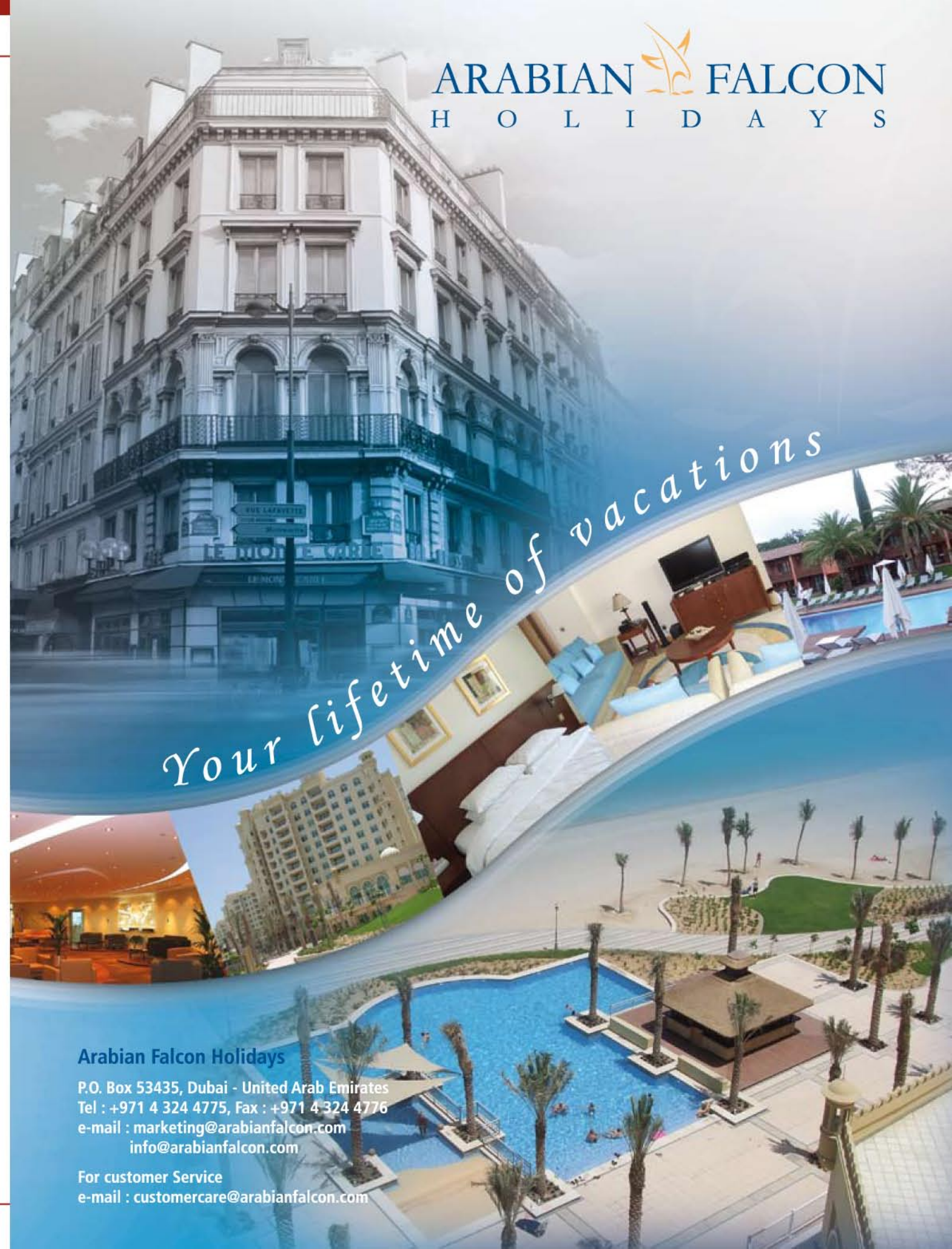
#### Our latest news

- Arabian Falcon signed a marketing agreement with Dermarr properties. Limited to sell 100 timeshare units in the downtown Area of Burj Dubai
- Arabian Falcon will co sponsor DSF 2008 which will start on January 24th of 2008

- Arabian Falcon Holidays was a participating member of DSS (Dubai Summer Surprises) from 20th June till 31st August.
- Arabian Falcon Holidays is currently sponsoring ski Dubai at Mall of Emirates for one year.
- Arabian Falcon Holidays will open an office in Saudi Arabia after the Saudi Government announced the New Timeshare Law.
- Arabian Falcon Holidays has appointed a sales agent in Kuwait, Syria, Egypt, Kazakhstan, Russia and Nigeria.
- Arabian Falcon Holidays is currently marketing a prestigious club called "Charm and More" which contains 4 destinations Paris, St. Tropez, Marbella and Swiss Alps.

# ARABIAN FALCON HOLIDAYS

Your lifetime of vacations



#### Arabian Falcon Holidays

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